

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

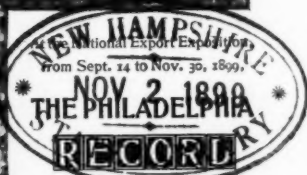
GEO. P. ROWELL & Co., Publishers 10 SPRUCE ST., NEW YORK.

VOL. XXIX.

NEW YORK, Nov. 1, 1899.

No. 5.

THE RECORD'S EXHIBIT



was the first newspaper to be represented, just as it has always been

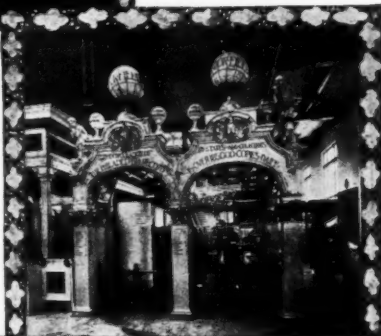
First in Everything

Visitors are Welcome to
souvenirs of

The Pioneer One-Cent Newspaper of America

in the form of a medal, or may have their name lastingly preserved in a type bar, which operation a Mergenthaler linotype executes in full sight of all.

(A description of the RECORD'S exhibit will be found on page 27.)



THE RECORD PUBLISHING CO..
PHILADELPHIA.

*The RECORD has the largest circulation in Philadelphia
because it suits the most readers.*



THE FARMER IS PROSPEROUS

The greatest authorities on political economy agree on the fact that "the farmer is the bone and sinew of the country."

The American farmers have never before enjoyed such practical prosperity as they do now. All forecasts of the future are exceptionally bright.

The farmers are "comin' to town" these days with money in their "jeans."

The value of advertising in profitable street car lines has never possessed greater strength.

We believe this truth is too apparent to require further discussion.

The fact, that we urge so persistently, is the supreme value of the Street Car advertising space *we* have for sale.

Maybe our "say-so" doesn't make it so, but, by thunder, let us come personally with the facts and we'll *prove* it so.



The Mulford & Petry Company

WESTERN OFFICES:
99 WOODWARD AVENUE,
DETROIT.



EASTERN OFFICE:
220 BROADWAY,
NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29 1893.

VOL. XXIX.

NEW YORK, NOVEMBER 1, 1899.

No. 5.

THE STILT MAN.

By Geo. Parson.

The "sandwich man" has a rival. You may have seen him on the streets. He stands ten feet in his socks, is thin, and walks with a labored, dignified strut. He has a weakness for white top-hats and outlandish costumes, and is usually seen nonchalantly swinging a cane. He is known as the "stilt" man.

Until lately the stilt man was

two pieces of straight-grained, clean white pine, six feet long, two inches broad and one and one-half inches thick. Four feet from the end of each fasten your blocks. These are merely triangular pieces of sound white pine, two inches thick. They can easiest be made by sawing diagonally through a rectangular block, two inches thick, four inches wide and six inches long. In fastening them use long screws, and see that the six inch side is



THE NOVICE.



THE ADEPT.

a rarity and could only be found in the circus. But now that he has made his *début* on the streets his species is sure to multiply. Any one possessed of a little nerve and a couple of days' leisure in which to practice can become a stilt man. The merchant's son, on his Saturday holiday from grammar school; the grocer's clerk who distributes dodgers—these, others, any one, can become stilt men.

Order from the planing-mill

against the stilts. Finally, get two strong leather straps, twelve inches long and two inches broad; these must be tacked along the hypotenuse of the blocks and (leaving sufficient play for the insertion of the foot) along the inner side of the stilts. Now, with two ordinary school straps in your pocket, a long pole or cane, and a boon companion, you are ready to seek some secluded practice ground on the outskirts of the town. Your financial outlay has

been less than seventy-five cents for the whole transaction.

The stilts must be mounted from an elevation. Seated on an old stump, or on the road-bank, you can very easily strap them on. The straps go several times around the leg, below the knee and just above the calf.

You will be surprised to find how easy it is to walk. You will be delighted with the novel sensation which, while it is neither ballooning nor flying, still in a measure combines the airy pleasures of both. The first day you will be able to walk; the second, to run; the third, to jump. It is much simpler than learning to ride a bicycle.

"What has all this got to do with advertising?" you ask.

Simply this: When you—I had better say your stilt walker—becomes proficient, dress him in gay attire, put a sign on his back and let him prowl the streets. He will attract more attention than fifty "sandwich men." At a county fair he is worth more than a whole page in a newspaper. In parades and outdoor gatherings of all kinds he is a center of attraction. People will remember him—his towering height and fantastic appearance; they will remember the pithy legend on his back: "Crawford's Hats, Head and Shoulders Above All Others." And here we can say, parenthetically (it's a very elementary thought, but one which many advertisers seem never to have had), that one of the root ideas of all advertising is to make people remember.

A word concerning the stilt man's dress. His trousers should of course reach to the ground. On the end of the stilts nail a pair of old shoes, stuffed with cotton or sawdust to preserve their shape. The style of costume naturally depends largely on the nature of the business to be advertised. The character of "Uncle Sam" is very striking and may be adapted to any business. The costume may be made from red, white and blue bunting, and will be cheap and effective. A cartoon from one of the comic papers is the only fashion-plate required.

LOOKING FOR CLIENTS.

A lawyer in Chattanooga, Tenn., sends out a coupon entitling the holder to a ten-minute consultation, free of charge. With the coupon goes a marvel of adsmithery rampant, from which this is an extract:

Knowledge is power. It is the weak, ignorant lawyer who tells you he has a "pull" with the judges. Don't listen to such talk. The lawyer who tells you he "stands in with the judge" will rob you if you don't watch him. Did you ever lose a case that everybody said that you ought to win? Think a moment and see. If you lost, can you not now see where you ought to have won? Was your lawyer's explanation of "Why You Lost" satisfactory? Your lawyer ought to know what is the best thing for you to do and advise you accordingly. Should you give me your business this is what I will do. If you have a good case I will win it for you. If you cannot win I will tell you so, and charge you nothing for the information. A little advice might save you a world of trouble, a lawyer's fee and the good-will of your neighbors. With lawyers as with every one else, it is the man who knows what to do and how to do it that you want when you are about to get into a lawsuit. I practice the law as it is and win by giving careful, patient, thorough work to every case. I take no doubtful case. If you are in trouble I would like to talk with you about it. If you have neither troubles nor lawsuits you are fortunate, and I congratulate you. Whether you have business or not, I will be pleased to see you at my offices when it is your pleasure to call.—*National Advertiser.*

ILLUSTRATED ADVERTISEMENT.



BARBER CAN FIND WORK; INQUIRE OF WANDERING WILLIE, EASY STREET.

You
Can Not Reach
Readers of



The Sun



Through
Any Other Daily
Publication.



Address,
THE SUN, New York.

THE MAIL VS. SALESMEN.

Manufacturers and jobbers are commencing to employ the mail order system in preference to the traveling salesman. In many lines of trade the drummer has been done away with altogether, and wherever the traveling salesman and the mail order system are employed together, the former is used only for the very large business centers, and at points where competition is very keen.

The reasons why the mail order system is supplanting the traveling salesman are many. The former is less expensive, more direct and effective, and through it visits can be made oftener. Another reason, the manufacturer or jobber gets in closer contact with his customers than by the old method. By the old system the trade was virtually controlled by the traveling salesman, whereas by the mail order system the manufacturer or jobber controls it himself.

To prove the superiority of the mail order system against the traveling salesman, let us suppose that a manufacturer employs ten traveling salesmen. It is fair to presume that the cost per traveling man, counting salary and expenses, is \$2,000 per year. This means for ten men nothing less than \$20,000, for which sum they will visit the trade twice in a year—once each season. And how many customers can the average salesman visit in a season? Let us say 300—a good average. That means that the ten men can visit 3,000 buyers. So 3,000 accounts cost \$20,000 to secure. Now, if the mail order system were employed the manufacturer could visit everybody in the trade, even if the number reached 150,000 or more. To reach 150,000 customers by the mail order system once would cost less than \$5,000; letter postage costing two cents, and, in 150,000 quantities the envelope, inclosure and printing will cost about one cent per customer, so the expense is about three cents per customer, each visit; 150,000 x 3 cents sums up \$4,500, so let us, for the sake of good measure, call it an even \$5,000. Hence, if the mail order method would be em-

ploied only as often as the traveling salesman—twice a year—the expense would reach the sum of \$10,000, a saving over the old method of \$10,000 in cash. And not alone do we cover the 3,000 customers reached, but 147,000 additional customers are reached for one-half the expense.

By the mail order system you can reach the tradesman in the smallest hamlet, thousands of miles away, as easily and at the same cost as the merchant within a distance of ten miles. And when you reach him he will listen to your "say," for what merchant will not read a communication addressed to him personally?

Another thing, the mail order system makes it worth while to reach out for the trade of the small tradesman—the man not entitled to credit, but who yearns to buy direct and is willing to buy "cash with order." And what manufacturer or jobber does not welcome cash instead of sixty or ninety day promises?—*Alfred Meyer, in Jewelers' Review.*

FOLLOWING UP.

Profit from advertising depends not so much upon the number of inquiries received, as upon the way in which they are handled. A hundred inquiries properly followed up are often of more value than a thousand replies which receive no more attention than the mere sending of a booklet, often a poor one at that.—*Advertising Experience.*



NAETHING'S BAKERY AND LUNCH ROOM ON PULTON STREET, N. Y., ADVERTISES BY PUTTING ENORMOUS PUMPKINS OUTSIDE THE STORE CONTAINING INSCRIPTIONS THAT ARE SUPPOSED TO BE HUMOROUS.

The Denver Republican

Opens the Door to Golden Opportunities
in Colorado . . .

78 PER CENT GAIN
IN WANT ADVERTISING . . .

28 PER CENT GAIN
IN ALL KINDS OF ADVERTISING

Number of Wants, September, 1899 12,970

Number of Wants, September, 1898 7,299

Increase 5,671

Total Lines All Kinds of Advertising, Sept., '99, 373,200

Total Lines All Kinds of Advertising, Sept., '98, 291,300

Increase, 81,900

Republican Wants Pay Best

THE S. C. BECKWITH SPECIAL AGENCY

The Rookery

CHICAGO

Tribune Building

NEW YORK

AT THE NATIONAL EXPORT EXPOSITION.

A Philadelphia correspondent of **PRINTERS' INK** writes:

From an advertising standpoint, the biggest hit at the National Export Exposition is being made by the Fels Naptha Soap people, for you see a large pasteboard box with "Fels Naptha" in white and green on all six sides in the arms of women everywhere, and on the cars as well. These boxes are an absolute necessity for storing away numerous samples gathered at the food displays. A half dozen attendants are kept constantly busy shaping the boxes and handing them out to eager seekers. The Egg Baking Powder folks seek a little of this free "sandwich" business with a big bag bearing their card, but the bags do not take as well as do those Fels boxes, which are invariably carried in the arms, where they escape no eye, while a bag is always carried below one's vision.

The Quaker Oats exhibit is handsome, the center of it being surmounted by a large globe, the proverbial Quaker on top, of course, surrounded by the real grain and wax works of Liberty, etc., the whole revolving around very life-like figures of the people of different nations. Attendants in Quaker costume and demeanor proffer hot dishes of the product, and some people are seen buying the plate off which they ate, decorated in colors with the words "Quaker Oats," at 15c. each, which

only illustrates how well advertising pays, even in novelties.

Heinz has moved his steel pier exhibit up from Atlantic City, and makes a free use of novelties in the shape of pickle stick pins, spoons, picture cards, etc., as well as having a dozen demonstrators at work. This is the same exhibit he had at the World's Fair.

There's always a big scramble for a frog at Hance Bros. & White's booth, and one wonders where all the "frogs (not) in the throat" come from. If one drinks all the coffee he has chance to, he'll surely keep awake, and partakes of those hot biscuits, pancakes and numerous other condiments proffered. I would advise that he have recourse to a half dozen Ripans.

SENTIMENT IN SIGNS.

Surmounting a varied assortment of nightgowns for men in the window of a Columbus avenue haberdasher was the sign:

DREAM ROBES.

"That's what it's put there for," said the proprietor, when I asked him about it, "to attract attention. Besides, it is prettier than night shirts."

Not a block away from this store is the sign:

PLANTS BOARDED.

"The sign means just what it says," remarked the proprietor. "We don't store plants. We have to water them and feed them. That's boarding them."

The bargain counter idea has impressed a Harlem butcher. His sign reads:

CABBAGE GIVEN AWAY

with every purchase of

CORNERED BEEF

Every Tuesday.

"The idea was my wife's," said the butcher, "and as a dodge to catch trade it is about as good a one as I ever had."

—New York Herald.

MEASURE YOUR COURSE

USE CUTS
THEY TAKE
THE WIND OUT
OF THE OTHER
FELLOWS SALES
EVERY TIME

THE OLDEST
ENGRAVING
HOUSE IN AMERICA
IS THE NEWEST
IN IDEAS

AT ANY TIME DURING THE
RACE FOR PUBLICITY YOU
ARE AT LIBERTY TO CONSULT OUR
ADVERTISING DEPARTMENT

THE BECK ENGRAVING COMPANY
147-149-151 NORTH TENTH STREET PHILA PA

A REDUCED REPRODUCTION OF A BLOTTER DESIGN SENT OUT BY A PHILADELPHIA ENGRAVING CONCERN.

A September Record :

The following percentages show increase in various lines of advertising printed in the NEW YORK COMMERCIAL ADVERTISER during September, 1899, as compared with September, 1898 :

Real Estate - Increase 256%

Publications - Increase 66 "

Financial - Increase 64 "

Dry Goods - Increase 57 "

Instruction - Increase 51 "

High-class advertising in a high-class evening paper with a constantly increasing circulation. Advertising rates reasonable and invariable.

The Commercial Advertiser

NEW YORK.

PUBLISHERS' BUILDING AT PARIS EXPOSITION.

The edifice at the Paris Exposition to be known as the United States Publishers' Building, now being constructed under the authority of Commissioner Peck, is to be an annex to the department of liberal arts and chemical industries. This building is for the exclusive exhibition of American printing house machinery and allied interests, and in it will be maintained a headquarters for the publishers of the United States. These headquarters, as well as the building, will be under the charge of Charles H. Simms, assistant director of the department of liberal arts and chemical industries. The building will be unique. It will be situated immediately adjoining the main exhibit palace in the Esplanade des Invalides section. The ground to be occupied is studded with a series of shade trees. The interior will resemble a large gallery made up of a series of domes supported by ornamental columns, the whole appropriately decorated. In about the center of this building, which, it will be observed, is to be one continuous exhibit hall, will be located the space known as the publishers' headquarters. These quarters will be equipped with appropriate furniture and modern conveniences for correspondence, mail, telegraphic, messenger and other necessary service, and will be available to United States publishers as a general rendezvous; and at these headquarters United States publishers who may desire courtesies from the exposition will be expected to register. Around these headquarters will be installed the exhibits of American printing house machinery, appliances and supplies. They will comprise in their composite, as well as in sequence form, an exhibit which will include practically all of the latest machinery, appliances and processes now employed in modern United States commercial, publishing and newspaper printing establishments—beginning with the handling of the single movable type, in a well arranged and

equipped commercial printing office, the various machines for the mechanical composition of type, the latest appliances for the practice of electro-deposition processes, a complete commercial bookbinding establishment, introducing the latest automatic machinery for this class of work; various styles of embossing, scoring, mezzotint, color and book printing presses, and an up-to-date multiple newspaper perfecting machine of large capacity.—*Brooklyn (N. Y.) Eagle.*

A DAMPER TO GENIUS.

A North Georgia farmer, who was possessed of some means, entered the office of his county paper and asked for the editor.

The farmer was accompanied by his son, a youth of seventeen years—and as soon as the editor, who was in his secret sanctum, was informed that his visitors were not bill collectors, he came forward and shook hands.

"I came to get some information," explained the farmer.

"Certainly," said the editor, "and you came to the right place. Be seated."

The farmer sat on one end of the table, while his son sat on the floor.

"This boy o' mine," he said, "wants to go into the literary business, an' I thought you'd know whether there was money in it or not. It's a good business—ain't it?"

"Why—yes," said the editor, after some little hesitation. "I've been in it myself for fifteen years, and see where I've got to."

The farmer eyed him from head to foot, glanced around the poorly furnished office, surveyed the editor once more, then, turning to his son, who was still on the floor, said:

"Git up, John an' go home, an' so back ter plowin'!"—*Atlanta Constitution.*

The strength of all advertising phraseology lies in its truthfulness, or rather its apparent truthfulness.

WALL STREET TERM.



PORK STEADY BUT FIRM.

THE SAINT PAUL DAILY GLOBE

Occasionally an advertising manager, having failed to penetrate the situation, omits the SAINT PAUL DAILY GLOBE from his calculations for Minnesota advertising.

What an error this is will be seen when the fact is stated that the SAINT PAUL DAILY GLOBE is the Only Democratic Paper in a State in which the vote in the Presidential Election of 1896 stood as follows: Rep., 193,501; Dem., 139,626; Pro., 4,365; G. Dem., 3,230; Social Labor, 915.

The population of Minnesota is 1,301,826, or approximately four persons to each voter, indicating that at the lowest estimate over 500,000 of the total population adhere to the Democratic column, and will therefore prefer and be influenced by a Democratic paper, if any.

The daily average circulation of the GLOBE during the entire year of 1898 was 22,012 copies. The daily average circulation for the first six months of 1899, for the daily edition, has been over 22,500 copies and for the Sunday edition, over 26,000 copies.

A moderate rate is charged for advertising space and estimates will be furnished by the Home Office, or by Williams & Lawrence, 87 Washington Street, Chicago, and Charles H. Eddy, 10 Spruce Street, New York City.

THE SAINT PAUL DAILY GLOBE

ADVERTISING THE CUBANOLA.

By George B. Forrest.

PRINTERS' INK has lately reproduced several ads used to advertise the Cubanola Cigar.

Having commented favorably upon them, and intimated that the Kiefer Drug Co., the advertisers and distributors of this cigar, had left the rut of cigar advertising, I thought perhaps an interview with them would prove of interest to PRINTERS' INK readers. When I called at their wholesale drug house, I found Mr. T. A. Alford, manager of the cigar department,

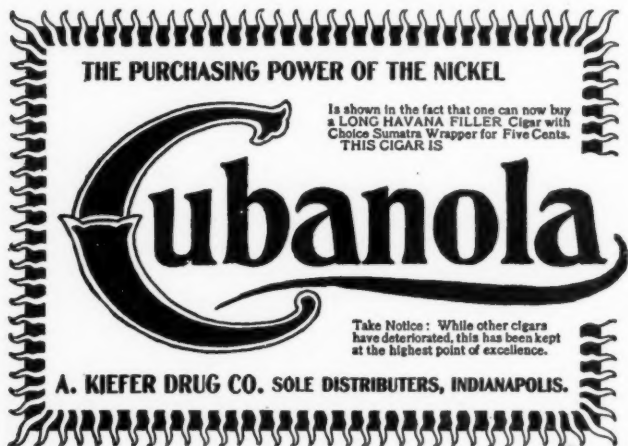
"The idea in successful advertising is to have your ads so unusual and attractive that people can't help noticing them. Our present ads bring us favorable comment from everywhere. We thought we would advertise this cigar in a new way, and we are doing it."

"What territory do you sell it in?" I asked.

"We control Indiana, Illinois, Western Ohio and South Michigan," he replied.

"Do you do aggressive advertising in those districts?"

"Some time since we used 100 county seat papers, inserting six



THE PURCHASING POWER OF THE NICKEL

Is shown in the fact that one can now buy
a LONG HAVANA FILLER Cigar with
Choice Sumatra Wrapper for Five Cents.
THIS CIGAR IS

Cubanola

Take Notice: While other cigars
have deteriorated, this has been kept
at the highest point of excellence.

A. KIEFER DRUG CO. SOLE DISTRIBUTORS, INDIANAPOLIS.

at his desk. After announcing my mission, I said:

"You are certainly doing some unusual cigar advertising, and from the way you are pushing your Cubanola cigar here lately, I suppose you believe that advertising pays?"

"Yes, sir," he replied, "I certainly do believe that good advertising backed by good goods pays. We got hold of this Cubanola Cigar about twelve years ago," continued Mr. Alford, "and, finding out that it was a good thing, we've kept on advertising it, more or less, ever since."

"But we have never advertised it like we are doing it now.

different three-inch double-column ads, alternately. But we have quit that, and now the only outside papers used are those in nine or ten good Indiana towns."

"Why the change, Mr. Alford; didn't it pay?"

"We did that in order to concentrate our efforts and advertising to certain good centers, and to do larger and more extensive advertising."

"Do you use any trade papers?" was the next question.

"No; don't think they would pay; we go after the consumer direct."

"Has your 'new' advertising paid?"

"Most assuredly, or we would not keep at it."

"What is your yearly advertising appropriation?"

"About \$5,000 I should say."

"What Indianapolis papers do you use?"

"All four dailies: The *Sun*, *Sentinel*, *Journal* and *News*."

"What is the average size of your ads?"

"From three hundred to six hundred agate lines, according to matter to be used."

"On the whole what has been the outcome of your advertising?"

"A sale of fifty million Cubanola Cigars," he replied.

"Do you confine yourself to the newspapers?"

"Our best efforts are expended on the newspaper," he answered, "for the daily paper is the best advertising medium for our line. Of course, we use a hanger, matches, etc., on the side, and a good deal of paint on buildings, to help out."

And here the story ends.

PIANOS.

GOOD SQUARE PIANO \$18; \$3 monthly; upright \$65; organs \$20. WISSNER, 80 Montgomery st., Jersey City.

UPRIGHT PIANO \$85; good tone, good make; \$4 monthly; organs, \$30. WISSNER, 611 Broad st., Newark.

SQUARE PIANO SALE—10 full-size squares \$25 each. WISSNER, Fulton and Flatbush aves., Brooklyn.

ELEGANT STEINWAY PIANO \$160; upright, bargain; fine squares \$45; \$4 monthly. WISSNER, 25 East 14th st.

Said Mr. Wissner:

"This line is a legitimate branch of trade, and its worst competition is the class of manufacturers of cheap pianos who have sprung up in such numbers of late years. These do nothing but 'scamped' work, and will furnish a slightly piano for from \$100 to \$125. These instruments never last longer than a year or two. Surely a good second-hand piano is a much better instrument, yet these are harder to sell, so have people come to prefer tawdry and cheap goods."

"You conduct your business mainly through advertising?"

"Oh, yes. It is through it that we are enabled to get the old instruments, and to sell and give in exchange our own new ones."

"In what mediums do you advertise?"

"We use almost all the dailies of this city and Brooklyn, and those of Jersey City, Newark and Bridgeport, Conn. We have our principal warehouses in Brooklyn, nearest to our fac-

tory, and branches in these other places."

"Do you ever use display?"

"Very seldom. We find the classified service effective."

"Which of the papers do you find best?"

"It's hard to tell, as we make little effort to ascertain. Sometimes customers voluntarily tell us the medium which has brought them, but as we are doing a generally satisfactory trade, we have been at no pains to weigh the comparative benefits of our mediums. I wish to add that our advertising goes out from the Brooklyn office, but that this, the New York branch, obtains more benefit than all the other offices put together, for we always get as many advertisements as all the rest do combined."

AN ADVERTISEMENT ANSWERED

At small Edith's school the teacher daily gives the children written exercises in the English language; sometimes they copy poetry from the blackboard, or write letters, or answer advertisements. The other day this "wanted" advertisement appeared on the board, and all the little girls were required to hand in written applications in reply:

"Wanted—A milliner. Apply by letter to Miss Smith, 10 Blank street."

Small Edith's application was promptly handed to the teacher, and it read as follows:

"Dear Miss Smith—I saw you want a milliner. I hate to trim hats. Can't you get somebody else? Please let me know at once. Edith Jones."—*Pearson's Weekly*.

A Patch of Solid Silver Where the Wear Is

Places where ordinary silver plated spoons and forks wear through first are inlaid with sterling silver in these goods, making them practically equal to solid silver at less than half the cost. Each piece is stamped

E STERLING INLAID HE

AND IS GUARANTEED FOR 25 YEARS.
For sale by silverware dealers and jewelers. Write for Folder K.
The Holmes & Edwards Silver Co.,
Bridgeport, Conn.

A POINT SHOWN BY A PICTURE.

COPYRIGHT IN TRADE CATALOGUES.

The subject of copyright in trade catalogue illustrations is one of considerable interest, so that a recent decision given at the West Riding Assizes should be carefully noted. The plaintiffs, a Bradford firm of engineers, sought to recover damages for infringement of copyright in a certain illustration included in their machinery catalogue. The catalogue was circulated amongst the trade, and the illustration specified was made in 1890. The plaintiffs claimed that having made an article, reproduced a photograph as a wood block and printed it in their catalogue, they had exclusive rights to its publication. In 1898 an illustration was found reproduced in defendants' catalogue which it was claimed was taken from plaintiffs' list of 1892 or 1897.

For the defendants it was submitted this could not be the subject of any copyright inasmuch as no literary, artistic or mental effort had been required to produce the plaintiffs' illustration. The defendants' illustration had been taken from one sent by a customer, and was no doubt a copy of that which originally appeared in plaintiffs' catalogue. One of the defendants admitted that, although his firm made a great number of appliances of the class mentioned, they had not produced one of the design referred to until a customer sent them the design in question. He had not seen the drawing in defendants' catalogue.

Mr. Justice Grantham decided that the case was one of considerable importance; if the matter was small, the principle involved was great. If he were to hold that the plaintiffs could not claim copyright, he should be opening the door to a good deal of fraud, considering the amount of illustrated work now produced. The fact that the illustration was bound up with others in a book brought the case within the scope of the Literary Copyright Act. He gave a verdict for the plaintiffs, with judgment for forty shillings and costs, whilst the defendants must undertake to withdraw from pub-

lication the catalogue containing the illustration objected to, and undertake not to publish any others containing it.—*British Printer.*

VALUABLE BUT LITTLE KNOWN.

A valuable but little known daily newspaper is published in Washington by the Bureau of Foreign Commerce, and is entitled, "Advance Sheets of the Consular Reports." It has reached its five-hundredth number. In its pages are found many interesting glimpses of life in foreign lands, and the range of its matter is wide, as the following list of articles in a single issue shows: "American Fruit in Norway," "Sugar in Spain," "Heating and Cooking Stoves in Uruguay," "Coffee in Jamaica," "Conversion of Mexican Debt," and "Direct Steamship Connection with Syria." These papers are extracts from consular reports. They are of prime interest to business men, but nearly every issue contains some paragraphs which are curious, amusing or novel. This is true of many other government publications, but this daily is exceptionally favored.—*Portland (Me.) Transcript.*

HOW IT WORKED.

"I have just had an interesting experience in advertising," said Mr. J. C. Billingslea of the *Farmers' Voice*. "In order to help along our circulation I ran a two-inch advertisement in a list of farm papers, making a special premium offer. One of the papers I used ran a whole-page ad at the same time making the same offer in connection with a subscription to it. Strange as it may seem, I received more returns from that paper than all the other papers combined. I believe the full page ad of the other fellow helped me out on my ad. He went into a more detailed description of the premium than I could in my little space, and persuaded the readers that it was a good thing to have. As they already had his paper, they naturally sent for mine in preference to subscribing ahead for his."—*Agricultural Advertising.*

SPANISH JOURNALISM.

Spain, with a population of 18,000,000, publishes fewer journals of all kinds than Illinois, with 4,000,000 people, there being but 500 newspapers, 300 scientific journals, 100 religious papers and 300 publications devoted to fashion, music, art, etc. There is little reading matter and less advertising, most of the papers being four-page penny sheets, the leading circulations ranging from 10,000 to 130,000. They are generally owned and edited by prominent and influential men, frequently by members of nobility, as in Spain journalism is one of the principal stepping-stones to office.—*National Advertiser.*

THE OLD EXCUSE.

If there was not so much lying about circulations nine-tenths of the owners of newspapers would be perfectly willing to print the number of copies sold each day, at the head of their editorial columns.—*Fourth Estate.*

COCOANUTS AND COCOANUTS.

The cocoanut of commerce and the cocoanut of advertising have many points in common, from which a lesson may be learned by comparison. At first glance, both are unprepossessing, apparently hard nuts to crack.

Aborigine though he may have been, he who first tapped the soft spot of the cocoanut and drank the milk, was like the half-venturesome advertiser of years ago who made timid efforts to get the milk of business success from the public.

In both cases the returns were satisfactory and the investigator was led to go farther and seek something still better and richer. Both found the meat in their respective cocoanuts and profited.

There is scarcely any other tree in the world so useful in all its parts as the cocoanut-bearing palm, its trunk being good lumber, its leaves making fibre of all grades, so fine that it can be woven into ropes, lines and garments, besides many other useful things.

In this respect it is like the advertiser's tree of knowledge; every part is of some use and value. It concentrates its fruit in clusters at the top of the tree, away from danger, until ripe and ready for market, and like this should the advertiser concentrate his work, until it makes a goodly showing, attractive to customers.

To bear fruit, the tree must have great roots, firmly imbedded in the soil; while the advertising mediums used must be those imbedded in the hearts and homes of the people. In both cases, the fruit is ripened in enormous quantities. Poor soil and poor mediums, as well as poor copy, can yield no good fruit.

Disappointment awaits him who sits at the foot of either kind of tree expecting a crop to fall at his feet, without doing something to warrant it by preparation.

The cocoanut grows only in countries where there is an abundance of warmth and moisture, which are equally necessary in a judicious advertising campaign;

nourishment is needed, and without it no good results can be obtained. Poor, stunted trees bear but few cocoanuts, while the big sixty and one hundred-foot monsters give enormous crops annually. An advertiser should not patronize stunted trees or publications of any sort unless content to gather in limited quantities.

He should aim by good copy and judicious work to get the largest and best fruit. Perfection is hard to attain in human work, but in starting right, the advertiser's ideal should be good seed, *i. e.*, good copy, as half the battle lies in the proper preparation. Copy must not be ungrammatical, unattractive or slipshod if it is expected to attract the dollars from the pockets of the public.—*Thompson's Red Book.*

ARE YOU EXPANDING?

One fool used to be born every minute. Now there are two, sometimes three. The business is growing and the product is of high quality. But the biggest fool of all fools is the infernal fool who thinks he knows it all, whether he be on the farm, in the factory, or in the liquor trade. The man who doesn't know that he can learn something by whetting up against some one else is a candidate for the lunatic asylum or the poorhouse. A man may shut himself up in his distillery, in his winery, or in his office and be monarch of all he surveys, but his survey will be so small that it will keep him poor all his life. Expansion is the watchword of the day, and the way to expand is to get out and expand. It cannot be done by sitting around and throwing bouquets at yourself. It is the bouquets of others which come your way that count, and you can't expect to have others use you for a target unless by advertising you let them know where you are at.—*Liquor Trades' Review.*

KEEPING THE HOME TRADE.

Here is a clever ad placed in the trolley cars running in a city a few miles out of New York and to smaller places in the vicinity:

Crowded Cars,
Rough Clerks,
Lots of Dirt,
Big Prices,
Tired Out.

THAT'S SHOPPING IN NEW YORK.

Light Store,
Easily Reached,
Polite Service,
Big Assortments,
Fair Prices.

THAT'S SHOPPING AT ———'S.

Of course, some of these statements are in the nature of a libel on New York, nevertheless there is enough truth in the ad to make it a strong argument. The firm is a jewelry concern.—*Dry Goods Economist.*

For Story Writers

\$4,200 Cash Prizes !

2	Prizes	\$500	Each	—\$1,000
2	"	\$300	"	— \$600
2	"	\$200	"	— \$400
3	"	\$150	"	— \$450
6	"	\$125	"	— \$750
10	"	\$100	"	—\$1,000

NOTE.—In addition to these prizes we will, in the case of stories unsuccessful in the competition but deemed desirable, either award special prizes, of not less than \$100 each, or will offer to purchase the same.



We will pay **\$4,200 Cash Prizes** as above for original short stories for publication in **THE BLACK CAT**, but no story is eligible for a prize unless it is sent strictly in accordance with the printed conditions, which we will mail Free to any address, together with information of special value to all who are interested in story reading and story writing.

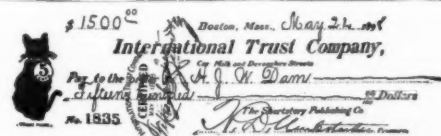
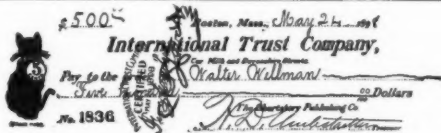
In the words of the *New York Tribune* "THE BLACK CAT inaugurated a new era in the art of story telling," while the *San Francisco Examiner* says: "THE BLACK CAT is the story-telling hit of the century." It publishes *Stories that are Stories*, No Continued stories, No Translations, No Borrowings, No Stealings. It pays the highest price, and it pays, not according to length but according to strength. It pays furthermore, not according to the name or reputation of a writer but according to the cleverness and excellence of a story. Monthly, of newsdealers, 5 cents. By mail of us 50 cents a year.

THE SHORTSTORY PUBLISHING CO., 244 High St., Boston, Mass.

THE following are photographed copies of certified checks paid to a few of the successful competitors in former Story Contests of THE BLACK CAT. The addresses of these and of many of the other men and women in all parts of America who have received over

\$30,000 FOR "BLACK CAT" STORIES

will be mailed free to anyone by The Shortstory Publishing Co., 244 High St., Boston, Mass.



NOTES.

A DAYTON store puts up this sign: "We advertise in newspapers only."

"CAN you miss it for 50 cents?" is on the Madison Square Summer Garden poster.

THE Chiswick Publishing Company, 18 and 20 Rose street, New York, publish a book called "Hebrew Yarns and Dialect Humor" at 25 cents, which it recommends for premium purposes.

THE Atlanta Constitution tells of a place in that city where the following sign may be seen: "James and John Brown, literary establishment. Campaign speeches, obituaries and poetry written while you wait."

WE read PRINTERS' INK every week, and get more good ideas out of it than from anything we ever heard of, and the writer looks for it every week, and reads it through from cover to cover.—*Wallach's Laundry, New York.*

GEORGE BRADFORD TRIPLER, men's outfitter, Bennett Building, New York, issues a booklet giving pictures and details of the various styles of collars and cuffs he has in stock, which is unique in conception and execution.

H. C. FAUKNER, of 23 Park Row, New York, will continue the special agency business of his father, C. S. Faulkner, recently deceased, representing the Savannah (Ga.) News, Charleston (S. C.) News and Courier, Augusta (Ga.) Herald, and Lafayette (Ind.) Journal.

IN order to advertise his occupation a citizen of Avondale, N. J., has had printed some cards which read thus: "Thomas P. Daly, justice of the peace, commissioner of deeds, notary public. Conveyancing done accurately at low rates. Wills written. Parties married or sent to jail with neatness and dispatch."

"PUBLICITY FOR PRINTERS" is the name of a finely printed paper-covered book of 120 large pages, issued by the Enterprise Printing Company of Winchester, Va. PRINTERS' INK does not know what it is sold for, but a cursory reading makes apparent the fact that it is really worth buying and reading by any printer who advertises or thinks of advertising.

IN PRINTERS' INK of September 28, 1898, there was published an editorial advocating the sale of space as space, allowing the advertiser to utilize it in any manner he chooses, only reserving the privilege to insist that in so doing he does not encroach on the rights of other advertisers in the same medium. In the *Liquor Trades review* of October 13th this editorial is reprinted as original with that publication, which induces a facetious friend of the Little Schoolmaster to remark that it must have been undergoing alcoholic preservation during the time.

AN ordinance before the city council of Harrisburg, Pa., provides that nobody shall distribute samples of medicine on the public highways. Advertisers must place their samples in the hands of adults only. Violation of the ordinance is punishable with a fine not less than \$10 nor more than \$50, or imprisonment for thirty days or both. Local physicians are pleased with this

measure. They say that the indiscriminate distribution of medical samples is detrimental to the public health.—*National Advertiser.*

PREPARATIONS are in progress for the formation of an International Medical Press Congress during the Paris Exposition, next year. Profs. Cornil and Marcel Baudouin are at the head of the movement, and have invited all the medical journal organizations of the world to send delegates. Dr. Wm. Warren Potter, president of the American Medical Publishers' Association, is the first to respond, and the following medical publishers have been appointed delegates to the Congress:

Dr. J. C. Culbertson, *Lancet-Clinic*, Cincinnati.

Dr. Ferdinand King, *New York Polyclinic*, New York City.

Dr. Landon B. Edwards, *Virginia Medical Semi-Monthly*, Richmond, Va.

Mr. J. McDonald, Jr., *International Journal of Surgery*, New York City.

Mr. Chas. Wood Fassett, *American Medical Journalist and Medical Herald*, St. Joseph, Mo.

NOT FOR FEMINE EYES.

"People often ask the meaning of the apparently crazy hieroglyphs that are stamped on the inner side of the uppers of ready-made shoes nowadays," said a shoe dealer.

"As every shoe manufactory has a secret stamp code of its own, and there is, therefore, no possibility of the general public learning more than that such codes exist, I may as well tell you that the vanity of women customers is at the bottom of these queer characters. You'd be surprised to know how many women there are who imagine they wear a No. 3 shoe, when in reality their size is a couple of figures larger. A shoe salesman who understands his business can tell precisely the number of the shoe a woman customer wears at a glance. But, as often as not, a woman whose foot is a No. 5 calls for a couple of sizes smaller, and the mysterious stamped hieroglyph scheme was devised for the purpose of encouraging her in the belief that her foot is a couple of sizes smaller than it really measures.

"When a woman calls for a No. 3 to fit a No. 5 foot, no shoe salesman of this period who cares for his job is going to tell her that she requires a No. 5. He simply brings out a shoe of the style she wants, that he feels confident will fit her comfortably, and lets it go at that. A woman rarely thinks to inquire if the shoe is really the size she asked for, for she takes it for granted that the salesman has given her what she requested. But when a woman does ask that question, it is the shoe salesman's business to unobtusingly reply in the affirmative—and I don't think these little necessary white lies are stored up against men in business. The woman customer might examine the hieroglyphs inside the uppers for a week without finding out differently, and, even if she had the key to the puzzle, it would only make her feel badly, so what would be the use?"—*Washington (D. C.) Post.*

It is easier to draw a crowd than it is to attract customers.

IN FALL RIVER.

Office of

W. D. WILMOT.

FALL RIVER, MASS., Oct. 19, 1899.

Editor of PRINTERS' INK:

I have received much benefit from reading PRINTERS' INK, and send account of a successful plan I have adopted in my bicycle store for fall and winter business. I have taken on a stock of Edison Phonographs and records, and as a means of advertising and selling the records have filled my store with rows of seats and invited

Phonograph Recital.

Ladies and gentlemen who enjoy this class of music are invited to come here and listen to an opening of Edison's new process records, this Wednesday evening, from 7.30 to 9.30.

Rows of seats will be placed in the store and you may sit and listen as long as you like, with no obligation to spend a cent. This is just to show what nice records we have got.

W. D. WILMOT,

Opp. New Public Library.

CONCERT FREE, 7.30 TO 9.30.

the public to come in and hear them. I keep one of my salesmen playing records from 7 until 9 in the evening. The seats are full most of the time and I am selling a good many records. I advertise the thing in local papers and inclose ad used.

I have not had these goods but about one week and already this way of advertising has done more than most anything that could be done at many times the expense. Yours truly,
W. D. WILMOT.

A VALUABLE SUGGESTION.

Office of

THE BOWEN-MERRILL Co., Publishers,
9 & 11 WEST WASHINGTON ST.
INDIANAPOLIS, Oct. 21, 1899.

Editor of PRINTERS' INK:

We wish to thank you for the reproduction and commendation of our "When Knighthood was in Flower" advertising which appeared in October 18, page 20, of your bright magazine. The suggestion which you make as to a change in the advertisement is a valuable one, for which we are very grateful. We shall use it in our future advertising.

Yours very truly,

THE BOWEN-MERRILL Co.

WANT COLUMNS AS EVANGELIZING MEDIA.

IT IS TRUE THAT THE GREATEST AND best minds the world has known have been believers in the Lord Jesus.

St. PARIS, O., Oct. 18, 1899.

Editor of PRINTERS' INK:

The above clipping appeared under the head of miscellaneous in the want columns of to-day's Chicago Record. As paid matter, if it isn't a curiosity what is it? Yours truly,

JOHN B. NORMAN.

THE "LARF" OF RUSSELL.

LONDON, Oct. 11, 1899.

Editor of PRINTERS' INK:

I am delighted to read in your issue of September 27 the impressions of a traveled Chicagoan, whose "invasion" of my territory needs no apology. But when he commiserates me on my inability to see with the eyes of Chicago, I am a little less dissatisfied with my merely European organs of vision than might have been supposed, for they appear to detect some things which the eyes from Chicago quite remarkably miss.

The "California wines" illumination (for instance), which is more, and not less, elaborate than the *World's* fire-sign on Madison Square, according to my recollection of the latter, has been strangely misconceived by your Western correspondent. So far from advertising California wines on general principles as he seems to think, it has for its most prominent feature the "Big Tree" brand, and how this escaped the eagle eyes of Chicago baffles me. In newspaper offices, too, some strange comments have been provoked. I think I know something of these places in America as well as in London; but the alleged "greater tendency to stiffness" in rates here escapes one; which suggests that perhaps Chicago pays rather dear for its advertising whistle when it plays that instrument in Europe! And the "American" rate book that in "one" advertising bureau is "being" compiled. Well, sir, when I read this I am reminded of your illustrious countryman, the late Artemus Ward (not the Sapolio gentleman) and with him "I larf, I do; I larf!"

Your obedient servant,

T. RUSSELL.

IN CLEVELAND.

CLEVELAND, O., Oct. 14, 1899.

Editor of PRINTERS' INK:

Johnston, Parmlee and Whitley, dry goods merchants of Cleveland, have two large windows. The other day the boy helping the window dresser accidentally slipped and fell against the large plate glass, cracking it. The broken window was not disturbed for several days awaiting the arrival of a new plate, during which time the accompanying sign attracted thousands:

HOW IT HAPPENED!

While arranging this exquisite display of fall goods the boy helping the window dresser accidentally slipped and the stool fell against the glass.

JOHNSON, PARMLEE & WHITLEY.

The broken glass attracted every passer. The head lines "How It Happened" aroused curiosity and they had to read about the exquisite display of fall goods.

HARRY M. SCOTT.

IDEAS.

What every business man wants is ideas, and the majority of employers appreciate any help they can get and are certain to reward originality sooner or later. If they don't, some one else will recognize the merit of a bright employee and switch him over to his own business.—*Ad Sense.*

TEASPOON PREMIUMS.

ELKHART, Ind., Oct. 21, 1899.

Editor of PRINTERS' INK:

May I ask you to give me, if possible, names and addresses of firms from whom I may secure, in large lots, cheap grade teaspoons for use as premiums. A common composition metal spoon would be acceptable. Hoping this will not greatly inconvenience you, and thanking you in advance, I am an interested reader of PRINTERS' INK.

C. E. BOSTWICK,

With Dr. Miles Med. Co.

Apply to Regent Mfg. Co., Chicago,
Ill.—[ED. PRINTERS' INK.]

NEW BLOOD PAYS.

NEW YORK, Oct. 20, 1899.

Editor of PRINTERS' INK:

Burpee, the Philadelphia seedsman, offered some money prizes a few years ago for best and most acceptable ads, all of which were paid. In addition, he paid \$5 each for all that he kept that were not entitled to a prize. He told me that if each one contained only a single idea or thought suitable for a catch line, they would be cheap at \$25. He thinks new blood pays and he is right.

H. P. HUBBARD.

PRINTING OF THE FUTURE.

This is the somewhat ambitious name bestowed by M. I. L. Motquin on the method of rapid printing, by means of Roentgen rays, invented by M. Izambard. In the *Revue Scientifique* (Paris, August 26) he gives us the latest word regarding this method. The earliest idea of the application of X-ray to printing was that of M. Izambard, in his French patent of October 19, 1897, and then in his American patent of March 18 following. As early as 1895 M. Izambard had thought of applying electricity to the impression of a pile of sheets of specially prepared paper. In his apparatus each letter was represented by a key acting on two hammers corresponding to each other, one above and one below the pile, one positive and the other negative. The current passed between the two hammers and marked the letter on each one of the intervening sheets by decomposing the film on the paper. About this time Roentgen's discovery made this double system of hammers unnecessary. We know that the X-rays need no opposite pole to traverse the pile of paper, and this fact does away with all the difficulties of the previous plan. The X-rays traverse opaque bodies, but they are stopped by metallic substances. If, then, we use, to mark the characters on the paper, a special ink of metallic composition, these characters will be impermeable to the X-rays. A pile of gelatinobromid sheets will be instantly impressed, and the text can thus be reproduced on thousands of leaves at once. The text can be written with a pen or set up in type, but the simplest method is to use a typewriter. We can see that this does away with the longest and most complicated operations of typography, namely, composition and distribution of type. If we wish to print on the two sides of the sheet at once, we can do so by sensitizing the two sides in parallel bands, the bands

on one side corresponding exactly to the spaces between the lines on the other. X-ray printing is certainly the printing of the future, but even at present, without awaiting the improvements that must be made in it, the use of this very rapid process can be of service in numerous and varied cases. Newspapers can now have done in one hour at vastly less expense the same work that has previously required six or seven hours. A supplement containing the very latest news can be added to each edition in fifteen or twenty minutes' work. Publishers of music, etc., will not have to keep on hand for possible new editions enormous stocks of plates. Doubtless they will gladly exchange this mass of metal for simple radiographic cards, which will take up little space and be always ready to use. We do not believe that the system is destined to replace the splendid results of the present methods, but rather to supplement them in the interest of greater speed by judicious combination of the two systems.—*Translation for Literary Digest.*

TO CATCH THE EYE.

The Italian fruit seller shows his shrewdness as a business man in a small way by the prices which he puts on his wares. The fruit is arranged in tempting groups on his pushcart, and each group is usually marked with a ticket, so that the pedestrian may know the prices without asking them. Over a pile of plums may be seen the tiny sign, "eight for 9 cents." Now the average customer does not buy eight plums, and when he asks for one it is 2 cents, or two for 3 cents, and, as the vender sells more lots of one than anything else, the eight for 9 cents becomes a myth, and his stock averages nearly two cents apiece. Peaches that are marked twelve for 25 cents if sold in dozen lots would be fairly cheap, but one peach from the same pile always costs 3 cents, and as "two for five" is the popular sale in that class, the lot which is advertised at 25 cents usually brings more than 30. In the orange season "eight for 25 cents" is a favorite price placed on the fruit which is really sold for 4 cents apiece. A bronzed Italian who has a regular route over which he sells fruit at all times of the year, was asked: "Why don't you make prices for one or two, and not for eight or a dozen?"

"Eighte for nine macke ye look—den ye paye two fo' one," and he winked.—*New York Tribune.*

THE PERSONAL NOTE.

Not the baby-carriage industry, but a carriage for *your* baby; not tobacco in general, but a cigar made expressly to suit *your* taste; not the condition of the real estate market, but a house exactly adapted to *you*, to *your* family and to *your* purse. While the astute advertiser is always on the alert to take advantage of what is engaging the mind of the world, or of the community, be it war or peace or politics or strikes or football, he never forgets that the individual is, in spite of, and along with other interests, pretty thoroughly occupied by himself.—*Fame.*

BRIGHT SAYINGS.

PRINTERS' INK solicits marked copies of printed advertisements in which "bright sayings," terse and epigrammatic expressions, appear. There are many of them, and some of them are very good.

SATISFACTION or no sale.

THE store that never disappoints.

"TONE" is as valuable to a suit as to a lute.

AN ounce of demonstration is worth a ton of theory.

It's spoiling you to offer such neckwear for 50 cents.

IF it's here it's worthy; if it's worthy, it's here.

COME in and spend a quarter of an hour in seeing, anyhow.

ALL news is good news when seen in our advertising columns.

WE know how to make them good, and we make them good.

THE Macy mark is high, but we've planned to go beyond it.

"SUPERB" is a hackneyed adjective to describe such merchandise.

YES, they're a trifle gay; but when fashion sets the pace, we always toe the mark.

IF you don't believe it come here and we will knock your doubts into smithereens.

THE price indicates what it is worth to us only. You'll find it worth much more to you.

YOU are entitled to the best your money can buy, and that is just what we give you.

STOCKS melt away rapidly under the resistless influence of high qualities and low prices.

IF you ask why you should buy winter suits just now, we answer, for the same reason that wise people buy their winter coal in June.

WE don't claim them to be the best in the world, but do assert most positively that we know of no other as good for the money.

WE refuse to handle "seconds." Attribute the reason to honesty or to expediency. Either is a motive we are not ashamed to acknowledge.

EXPERT designers conceived them, expert manufacturers made them. Therefore it's expert testimony that tells you they are unexcelled.

THE shapes change every six months, but our prices for best hats are like the laws of the Medes and Persians. Derbys \$3, Alpines \$2.75 and \$3.50.

THESE suits have character, tone, style and elegance of the highest order. They are the product of America's foremost makers. Need we say more?

THIS is not a haphazard collection of catchpenny headgear, but a gathering of artistic styles, bought in such quantities that we can and do undersell competitors.

YOU don't have to be told that thunder is noisy, that grass is green and sunlight luminous; you don't have to be told that these goods at these prices are bargains.

THE dog days are over, and not only the dogs but all of us feel better. No

matter whether the mercury points to 100 or 50 degrees, fall has begun. We are ready for it.

THESE shirts have been delayed in shipment—that's one reason they're here at the price. Another reason, The Nebraska is satisfied with less profit than most stores.

WHAT'S more delightful than a spin through the country in Indian Summer days? The two best months of the whole year for bicycling are just ahead, and the correct attire is here.

NEVER be afraid to come in and look at our goods any time, and as often as you please, for we want to know you and want you to know us, and to feel that our shop is a convenience to you.

WE are not sellers of a one-style derby, for no one style can become all faces. We have all styles; can fit all faces. Three dollars does it here; as well as it can be done—that we guarantee.

YOU'D best heed the sharp atmospheric hint that admonishes you to doff thin underwear. We make it astonishingly easy for you to do so. One quotation is sufficient to show the price drift.

IF your shirt doesn't fit, you're uncomfortable. Don't keep hitching it to place—that won't change the way it is made—there is where the fault lies. Our \$1 dress shirts, white or fancy, are not experiments.

IN the beginning Wanamaker's was a clothing store, and such it will never cease to be. The keen New York sense promptly found the Wanamaker clothing principle. And then the business grew. Don't stop reading here.

SHAKESPEARE wrote: "Fashion wears out more apparel than the man." This is true to a great extent of the man, but what of the schoolboy? He wears out clothes, one suit after another, long before the fashion has a chance to change.

KEEPING the wheels of business turning is one of the pleasures of live business people, and we intend to have every one within newspaper distance know that we are very much alive, indeed. And how? Through the power of prices.

THE chief executive of the department, and his critical lieutenants, examined each article with skill and knowledge. No national treasury official ever scrutinized a suspicious gold certificate with more fidelity and thoroughness.

THE boy of to-day is the man of tomorrow. He has a memory, and if he is "brought up" right he has pride. His clothes are a sort of looking glass to his character. Dress him well—it's not expensive; that is, if you bring him here.

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

WANTED—Folder—new or good second-hand. THE AGE, Coshocton, Ohio.

A FIRST-CLASS salesman or solicitor and manager of salesmen, desires a first-class opportunity. "CHESWICK," care Printers' Ink.

A1 ADVTG man wants position about Dec. 1 as adv. mgr. for firm or department store, or would edit or manage daily in small city or first-class weekly. A. WILLEY, Hadlyme, Ct.

PONY PRESS. Any standard make, tapeless, to take sheet from 22x38 to 25x38. Must be in good condition and register. Give particulars. L. T. BROWN, Columbus, Ind.

HALF-TONES (quality guaranteed), one col. \$1; 1/2 doz. \$5. Two col. \$2; 1/2 doz. \$10. Larger, 10c. per square inch. Send good photos. BUCHER ENGRAVING CO., Columbus, O.

WANTED—All you adsmiths and newspaper fellows to try the best laundry in New York; 14 branch stores; send for book. WALLACH'S SUPERIOR LAUNDRY, Factory, 1210 3d Av., N. Y.

WANTED—Position on paper in a small town. Eight years' experience in newspaper and magazine work—making-up, reporting, proof-reading, editing, etc. (an supply good references. Address "F. W.," 23 Association Building, Cleveland, O.

WANTED—An experienced advertising manager for a large department store; only an up-to-date man need apply; must also know how to get out catalogues. Address, stating references and salary expectation, LOVEMAN, JOSEPH & LOEB, Birmingham, Ala.

WE are doing good design or figure work. There is a good opening for a conscientious worker. Kindly write, stating experience and salary wanted, to the C. DAN HELM CO., formerly Moses & Helm, 111 Nassau St., New York.

ORDERS for 5-line advertisements 4 weeks \$10, in 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York. This price includes PRINTERS' INK for one year.

PARTNER—An exceptional opportunity. Must be capable of assuming part or entire management and be familiar with the mechanical details of a newspaper. The present owner is a man whose forte is the editorial part, and he is unable to take proper care of the mechanical details. A good living is now made, but with the right man over the mechanical department a much better living is assured. Half interest can be bought for \$4,000. The fullest investigation will be accorded to the right man. Address "C. E. H.," care Printers' Ink.

WE want a man of good address and habits, who has had experience as an outside man in canvassing for a prominent newspaper or for a general newspaper advertising agency. Field of work extends from Columbus and Cleveland east to Boston, excluding New York City. An active, industrious man, with ability to secure business from general advertisers, will be afforded an excellent opportunity to work up to a fine salary and permanent position. State experience, give references and name weekly salary that would be expected on a trial trip covering three or six months.

Address
NELSON CHESMAN & CO.,
Newspaper Advertising Agents,
1304 Park Building,
Pittsburg, Pa.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

MAILING MACHINES.

PAN-AMERICAN, Matchless Mailer, pat. Jul. '99. REV. ALEX. DICK, 43 Ferguson Ave., Buffalo.

HALF-TONES.

PERFECT copper half-tones, 1-col., \$1; larger, 10c. per in. ARC ENGRAVING CO., Youngstown, Ohio.

CIRCULAR ADVERTISING.

SPECIAL lists of 114,322 business women, 1,305 intelligence offices, 4,639 responsible retail clothiers, 8,012 retail men's furnishing goods. BOYD'S CITY DISPATCH, New York City.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? THE MEN OF LETTERS ASS'N, 538 Greenwich St., N. Y.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the AMERICAN NEWSPAPER DIRECTORY, issued September 1, 1899. Price, five dollars. Sent free on receipt of price. GEO. F. ROWELL & CO., 10 Spruce St., New York.

BUSINESS CHANCES.

A GOOD publishing business can be sold without publicity or annoyance to the owner. Write E. F. HARRIS, 150 Nassau St., N. Y.

TO make money and enjoy life publishing, get the right newspaper in the right place. I sell publications. E. F. HARRIS, 150 Nassau St., N. Y.

ADVERTISING NOVELTIES.

NOVELTY calendars. CHICAGO ENVELOPE CLASP CO., Buchanan, Mich.

CENTURY calendars. Simple, cheap, practical—\$5 to \$3 a thousand. Samples free. JUSTIN V. BEATTY, Crystal Lake, Ill.

ENTIRELY new line for 1900 now ready. Orders for fall delivery should be placed at once. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

SUPPLIES.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 13 Spruce St., New York. Special prices to cash buyers.

HOYT of New York makes Dry Paste. A 50-lb. box costs \$2.75—makes 2 1/2 barrels mixed. Cost 50 per cent under cheapest paste you buy. Prepared in 5 seconds with cold water. Strong, white, tacky and non-jumping. Sent subject to trial and approval. HOYT, 90 W. Broadway, New York.

FOR SALE.

ONE Monumante Job Press, \$12, in perfect order; \$30. "J. W.," Printers' Ink.

ADVERTISING scheme, \$30 a week easy. Plan for 25c. ETAN ALLEN, Lorain, Ohio.

FOR SALE—An eight point Thorne Typesetting Machine, all boxed ready for shipment. Guaranteed in good order. Has 500 lbs. type. Cheap for cash. COURANT-GUARDIAN, New Castle, Pa.

A N old-established Republican newspaper in a thriving town in Southern Michigan. Plant is well equipped with modern machinery and does a fine job business. Good reasons for selling. Address "NEWSPAPER," care of Printers' Ink.

A N influential Democratic daily and weekly, making money, biggest circulation in the (Democratic) Congressional District. Located in good Missouri town. Price \$5,500, one third cash. Owner and editor's name as to price requires all his time. Address "BARGAIN NO. 1," care Printers' Ink.

PRINTING office for sale. The plant and goodwill of the Webster TIMES, only paper in town of 8,000 inhabitants. The office is well equipped with material and is doing a paying business. Will take a partner who will take charge of the editorial and local work. Good reason for selling. For particulars, address Lock Box 6, Webster, Mass.

DENVER, "Queen City of the Rockies." A 10 year old family weekly doing fine business, for sale. Yearly business \$12,000 gross. Paid circulation averages about 8,000. Owner deep in other business, must sell. Fine field for energetic man to add much to business—acquaintance unnecessary. Price \$5,000 cash. For particulars address, P. O. Box 546, Denver, Colo.

STEREOTYPE OUTFITS.

WHEN you buy Blatchford Metals you buy certainty. The house of Blatchford has borne that reputation for 45 years. Write for samples and prices of Stereo, Electro and Linotype Metals. E. W. BLATCHFORD & CO., 34-70 N. Clinton St., Chicago. "A Tower of Strength."

NEWSPAPER BARGAINS.

FIVE great dailies in New York cities—\$45,000 to \$125,000. Reasonable terms.
Four great dailies in New England. One \$12,500—one \$35,000—one \$40,000—one \$65,000.
A weekly in New York; one in New Hampshire—each \$2,000—one-half cash. Both bargains.
\$5,000—about \$5,500 cash—buys a leading weekly property, with prestige, large circulation and good money-maker, in Connecticut.
Two in Illinois—A good daily and weekly, \$9,000. Prefer to sell half interest to a good man for \$4,000. A fine weekly for \$6,000. Will take real estate in Illinois or Iowa in the deal.
Dailies and weeklies in 38 States. Send for my special list. Any reliable properties for sale, "David" knows about them.
C. F. DAVID, Abington, Mass., Confidential Broker and Expert in Newspaper Properties. 38 years' experience.

ADVERTISING MEDIA.

SHOE TRADE JOURNAL, Chicago, will do the business. Rates 10c. a line.
GENERAL INFORMATION, Binghamton, N. Y. 5c. line. Close 24th. Sample for stamp.
40 WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.
ADVERTISERS' GUIDE, Newmarket, N. J., 9c. line. Circ'n 4,500. Close 24th. Sample free.
SUNSHINE HERALD, 392 Graham St., Brooklyn, N. Y. A monthly household magazine.
ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.
THE ROCHESTER COURIER is a live weekly, printing 1,700 papers each week, in a busy manufacturing town of 9,000. COURIER PUBLISHING CO., Rochester, New Hampshire.
ABOUT seven eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. ROWELL ADVERTISING AGENCY, 10 Spruce St., New York.

PRINTERS' INK says: "Every reader of PRINTERS' INK is an advertiser or a possible advertiser." And again: "There are over 22,000 such people on the subscription list of Printers' Ink." Among these are many mail order advertisers whom it would pay to invest a quarter for one year's subscription to the ADVERTISERS' GUIDE. To introduce it to you, invest one cent in a postal card, simply writing your name and address on one side, and direct it to STANLEY DAY, Newmarket, N. J., on the other, and a sample copy will surely follow.

BOOKS.

JUST issued, 1899-1900 Edition Pittsburg Blue Book. 4,000 names and families best people. Price \$4. Large advertisers who circularize have used Pittsburg Blue Book for fourteen years with success. KELLY PUBLISHING CO., 531 Wood St., Standard Building, Pittsburg, Pa.

ADVERTISING HELPS—"Helps Over Rough Places," a new book just published, containing about one thousand new and catchy headlines, attractive phrases, catch lines, etc., in an invaluable book for adwriters and advertisers. \$1.00 per volume. Address E. J. SALT, Advertising Manager F. & H. Lazarus & Co., Columbus, O.

ADVERTISEMENT CONSTRUCTORS.

L A FAYETTE PARKS; good ads.
L A FAYETTE PARKS; good booklets.
L A FAYETTE PARKS; good illustrations.
WHITE, C. V. WHITE, Burke Bldg., Seattle, Wash.
L A FAYETTE PARKS; good printing.
433 Park Row Building, N. Y.
SNYDER & JOHNSON, Adv. Writers and Agts. Chamber of Commerce, Chicago. Write.
MEDICAL and Mail Order. ARTHUR E. SWETT, 23 Hamilton Avenue, Chicago.
ADS to attract and convince. Consultation & ad free. METZGER, Adbuilder, Stamford, Ct.
PROFITABLE ad matter written. Write CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.
BEST ADS bring best results; try ours; write anyway. AD BUREAU, Box A, Farmington, Me.

FOR specimen of work see back page ad of Kissam & Co. in F. I. of last week. BENJAMIN SHERBOW.
"MULTUM IN PARVO"—much in little ads. MISS WOODLE, 6 Wall St., New York. Tel. 3001 Cortlandt.

FORCEFUL, custom coaxed sample ads for \$1. You'll never stop wanting more. J. G. MCCALL, Saratoga, N. Y.

IF you're particular about the quality of your advertising matter, write BENJAMIN SHERBOW, 2152 N. Thirtieth St., Philadelphia.

THK only writer of exclusively medical and drug advertising. Advice or samples free. CLYSSES G. MANNING, South Bend, Ind.

BOOKLETS, ADVERTISEMENTS, CIRCULARS, I am in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of PRINTERS' INK. No other paper in the world is so much copied. My facilities are unsurpassed for turning out the complete job. If you wish to improve the tone and appearance of your advertising matter it will pay you to consult me. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

TO
ELECTROTYPE
MAKERS.

The importance of the electrotype question to the advertiser is great enough to-day to warrant the opinion that advertisers will buy direct. Type foundries have been kept busy of late years in getting out styles of type to suit the demands of advertisers, and electrotypes will encounter the same experiences. They may be doing so now.

To electrotypes in a position to supply and fill the demand of advertisers and ready to do so, it is suggested that they use the classified columns of PRINTERS' INK at 25 cents a line.

The service will do them good—more, perhaps, than can be guessed at now.

Address orders to
PRINTERS' INK, 10 Spruce Street, New York.

R.I.P.A.N.S



SH&M

It Car



We are the largest
handlers of Street Car
advertising.

We control the best and largest list of cities, have the greatest number of known successful advertisers, do the largest business in the world and the rates are of one standard.

Among the good things we offer, the best value present is in the Brooklyn "L" road, where a given \$118.80 a month a 16 x 24 inch card in 297 cars, may cross the Bridge.

There are many good points you ought to know about advertising. You can get them all by mail, for the skin

GEO. KISSAM & CO.
253 Broadway,

Can't be turned Down

An Ad in a street car is bound to be seen. It can't be thrown away, turned over or turned down. There it stands, bold and handsome as you please, for every eye to see.

There is plenty time for the beholder to appreciate its meaning, and apply the moral to himself or herself.

That is one of the reasons why
STREET CAR ADVERTISING,
rightly done as we do it, pays!

and the
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97 cs, many of which

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r the king.

CO
my, N.Y.



DESIGNED BY
WOLSTAN DIXEY
150 NASSAU ST., N.Y.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for **PRINTERS' INK** for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving **PRINTERS' INK** it is because some one has re-

scribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, NOV. 1, 1899.

THE edition of **PRINTERS' INK** for the issue of October 25th was 22,650 copies.

MONTGOMERY WARD & Co., of Chicago, assert that their catalogue costs them 72 cents per copy.

EVERY publisher is invited to send matter which he would like to see inserted in the department "What Publishers Assert."

IN New York a band of evangelists who have engaged prominent halls as meeting places, use six-sheet posters to make their announcements. These are headed "The Coming of Our Lord," and make rather an attractive appearance. In addition notices are inserted in the "amusement" columns of the newspapers, the evangelists stating—without any apparent intention at humor—that they are looking for people who are seeking amusement.

H. T. WILSON & Co., advertising agents of 350 Marshall street, Elizabeth, N. J., offer to advertisers seven inch spaces on grocers' bags at \$1 per thousand bags. It does not seem probable that they will bag much game among big advertisers; but the circumstance suggests that perhaps the grocer himself has overlooked a medium which could be utilized, when he fails to print upon his bags the special inducements for the hour.

THE best paper from an advertising standpoint is the paper that reaches the largest number of every-day, ordinary people. It may not be the best paper from a literary standpoint, or from an artistic standpoint, or from a moral standpoint, but that does not affect the proposition.

MR. CARL SILVER, of the L. B. Silver Company, of Cleveland, O., who advertise the O. I. C. pigs, makes the following interesting remark in *Agricultural Advertising*:

I sometimes think that an advertisement never wears out—that is, you never get beyond the influence of the advertising you did last year, especially if you back it up with the right kind of treatment of your customers. My father began the business thirty-nine years ago and we frequently make sales now as the result of advertising he did and sales he made 'way back in the '70s and '80s. Often a farmer will write to us and say that he remembers a pair of hogs his father bought of us when he was a boy, and wants to know if we have another pair as good.

La Presse, of Montreal, states that the patronage of its want columns has doubled over that of a year ago; indicating unusual prosperity. This paper has twenty branch offices in Montreal and sixty-two outside, for the reception of these announcements. Each branch office is supplied with an electric sign, which advertises it continually to the passing public. The advertising manager, Mr. Lamallice, is one of the most enterprising journalists in Canada, his paper having the largest circulation of any in Canada, English or French.

MR. OSCAR F. SMITH, proprietor of the Parkinson Company's photograph studio at 239 Broadway, New York, recently remarked to a representative of **PRINTERS' INK**:

Our art pictures are generally lithographed for advertising purposes. We have accumulated fully five or six hundred during the past eight years, and we are continually adding. We make a specialty of models of children, finding the most demand for these. Our portrait department is entirely distinct and remains our main business. There is much competition in this art picture line, and it has grown of recent years. We believe we are leaders in this part of the country. The market for such pictures seems to be growing. We deal with people all over the land, even in Europe. The pictures sell all the way from \$25 to \$50. We also lease them when desired.

IF business men had the nerve to strike out along original lines they would accomplish twice as much as they do in trying to adapt the ideas of some other man to their business.—*Agricultural Advertising.*

This may be true enough, but what is the man to do who has been forgotten by nature when the fickle dame was distributing her portions of originality?

THE *Counter* is a 32-page monthly, 6x8½ inches in size, intended to interest and instruct employes of department stores, published by the Textile Publishing Company, New York. The *Counter* costs fifty cents a year for a single subscription, the price gradually diminishing until a hundred subscriptions are sold for \$25. Some of the largest establishments have interested themselves in recommending the paper to their employes, or in paying for it for them. The reading matter is bright and interesting, well calculated to entertain any one interested in retail trade. The American Newspaper Directory gives the publication a J K L circulation.

THE *Visalia Delta*, a daily and weekly published at Visalia, Cal., has a scheme whereby it seeks to make the announcements of its advertisers more profitable. Every merchant who advertises to the extent of two dollars a month in the paper is entitled to the benefits of the plan. The merchant pays regular rates for his space; and in addition redeems such coupons as the newspaper presents at five cents per coupon. These coupons are given by the various merchants for a certain amount of purchases, this item being settled by each advertiser for himself; ten coupons are good for the *Daily Delta* one month, or for the weekly one year. The originator claims the idea to be beneficial to all concerned; the people get the paper free; the advertiser increases his trade and secures more readers to his announcements; the newspaper publisher gets paid for such additional subscribers as the scheme produces, which up to date—so he says—already number several hundred.

WHATEVER is worth doing at all in advertising is worth doing well.

THE best criticism of an advertisement is the amount and character of the results it brings.

THE *Philadelphia Record* claims that it goes into more homes in the city in which it is printed than any metropolitan daily in the country, and that throughout Eastern Pennsylvania it has a very much larger circulation than any other paper printed, while in the section of the State contiguous and tributary to Philadelphia it numbers its readers in almost as large proportion to the population as in the city itself. It claims a larger circulation in New Jersey than all the other Philadelphia dailies together, and larger than any paper printed or circulated in New Jersey, and in Delaware a larger circulation than any paper published in that State. In Northern Maryland its circulation is said to be correspondingly large.

THE exhibit of the *Philadelphia Record* at the National Export Exhibition is thus described:

Within an artistic structure near the junction of the east arcade and center pavilion of the main building, is the exhibit of the *Record*. No more than a glimpse of the enormous plant of the *Record* can be afforded the public in a space so small. One Mergenthaler typesetting machine, one huge roll of paper, stereotyped plates of pages and paper pulp matrixes make up a display worthy of inspection and study, but scarcely do more than suggest the fascination which hovers over a newspaper office. They arouse a constant interest, but give only the faintest idea of how machinery, material and brains work together. The *Record* booth is of staff, colored like old ivory, and is surmounted by allegorical figures. The circulation arches, where the number of *Records* delivered daily to each State and foreign country are inscribed, are topped by two globes representing the world, the field of the *Record*. Newsboys crying and selling *Records* are represented on the caps of the columns, while above the front arches are mounted two figures representing the old and new styles of advertising. The one is an aged "sandwichman" ringing a bell to attract notice to the announcements on the boards which inclose him, while the other represents the prosperous merchant of to-day, seated comfortably in his Pullman chair, reading the *Record*, and serenely confident that through publicity of its columns, his business is progressing while he enjoys his pleasure trip. The corner pieces represent copy boys taking proof from the old style copy press.

MANY men think they are advertising if they pay the bill.

CHAS. A. STEVENS & BROS., the mail-order men of Chicago, announce in their catalogue three hundred and fifty-one prizes, cash and silks, of an aggregate value of \$2,018, to people who will aid them in securing custom. The method pursued is to have the customer, when ordering her own material, write on a page of the catalogue ruled for that purpose, the names of ten or less—not more—ladies whom she thinks would purchase if the Stevens catalogue were sent them. Such purchases are credited to the customer who supplied the names, and at the beginning of the year the one whose list of names has purchased the largest quantity, secures the first prize of \$50. To the five hundred and ninety-six names furnished last year from one-third the number of present prizes the firm sold \$3,885.14 worth of material.

Our Times, a semi-monthly published by E. L. Kellogg & Company, of New York, aims to give a "clear, condensed and impartial account of the leading events of the fortnight, the interesting inventions and discoveries, interesting geographical and scientific facts and answers to questions of general interest on the above." The price is \$1.50 a year, and the circulation for the year ending October, 1898, was 42,227. The circulation is largely among teachers and it is also used as supplementary reading in schools. The *Great Round World* is a weekly built on similar lines, costing \$1.50 a year, reaching the same classes of people, but much more popular in style and make-up than its fortnightly rival. The American Newspaper Directory accords it a circulation less than 1000 copies per issue. Both periodicals give accurate and interesting summaries of the news in small compass, and deserve a large circulation among those who are anxious to follow the important news of the day without hunting for it through a mass of matter of no earthly importance or significance.

THE word "pull," when used in an advertising sense, means to bring results or replies; thus, a medium which brings the advertiser business is said to be a "puller" or a "good puller." The appropriateness of the term will be readily recognized; how it originated is unknown.

PRINTERS' INK reaches all the advertisers in the United States and consequently becomes an excellent medium for the publisher who wishes to address these advertisers in order to solicit and secure advertising for his columns. The price for advertising is \$100 per page, per issue, smaller spaces in proportion. In the classified columns, which resemble the want columns of a newspaper, space is sold at 25 cents per line of six words. Any publisher who is interested may secure any further information he desires upon application.

THE October issue of *Profitable Advertising* is devoted to exploiting the merits of agricultural publications for general advertisers, a symposium on the subject in which the principal publishers of farm journals appear, being the principal feature. The half-tones of the different publishers show that they have very varying faces, but what they say is wonderfully and woefully alike. The editor of *Profitable Advertising* introduces the discussion by the following interesting prophecy:

I believe the day is coming when the general advertiser will recognize the merits of the agricultural press as an advertising medium, giving it the same consideration as he now gives the general publications. It is a well-known truth that much of the extensive advertising being done at the present day is not paying, and I am inclined to think that this condition is largely due to an unwise selection of mediums. When an advertiser decides to use the magazines it is the invariable policy to insert his ads in practically the whole list of monthlies, good, bad, and indifferent, which results in the circulation of the ads being duplicated several times over, while the farm papers are ignored, and a mighty class of buyers is consequently not reached. But some day advertisers will awake to the fact that this is a poor policy, and the result will be the collapse of a large number of worthless publications and an increase of general advertising in the agricultural journals.

IN advertising wearing apparel, the illustration is of great importance. The picture that shows how the garment looks can hardly be too good.

Is there to be a deluge of cuts in advertising? Will it soon be a fact that the only distinctive advertiser is the one who does not use cuts?

In *Werner's Magazine* (New York) for October, there appear detailed suggestions and directions for advertising tableaux—representations of familiar advertising pictures upon the stage, as for instance, the familiar one of the dainty girl who draws aside the curtain to say "Good Morning," and to inquire whether we have used Pears' Soap—the audience to guess the article the representation advertises. In introducing his pictures and directions the writer makes the following interesting suggestions:

These Tableaux are merely suggestive. Advertisers spend a mint of money to obtain attractive advertisements. As many of the advertisements of to-day are the work of artists, a most entertaining and profitable evening may be spent viewing the reproduction of some of them in tableau form. Churches, schools, societies, etc., will find advertisements suitable for tableaux easy of accomplishment, and of indefinite enlargement and entertainment. Tableau representations of unique advertisements have been given for many years and with much success by Mr. Krugler of New York City.

Many advertisers are fully aware that their advertisements form a spectacular part in the great industrial drama that is being enacted before the eyes of the reader daily. Tableau interpretation of all the interlacing forms of modern industry—what might be called views of the landscape of human pursuits—may be destined to introduce a renaissance for the stage. This is an industrial age. The poets of industry have begun to sing. The playwrights will surely follow. Why should not the phonograph, telegraph, cinematograph, telautograph, telephone, typewriter, liquid air machines, the camera, the sewing machines, the "dollar watch" and the other triumphs of modern industry, receive stage settings? Finally, stage interpretation of modern industry will react favorably both on advertisers and audience. It will stimulate advertisers to greater dramatic art, because they will find that tableaux will lead people to interest themselves more in their appeals. And, on the other hand, it will cultivate in the people a more discriminating judgment concerning the appeals addressed to them.

ON "CONDENSING."

By Jacob G. McCall.

In an article on the above subject, "Condensing," I believe that Clifton S. Wady went too far in his faith in the unlimited use of the "blue pencil." On reading it to the end, I was prejudiced in favor of the large ad.

I thought that in the smaller ad the process of "condensing" had proceeded too far; in other words, the "blue pencil" had been used too much.

To justify my belief: The smaller ad read as follows:

19 July

No sweat-shop clothes for us! What say you? You get the diseases; not the money.

A. C. YATES & Co.
Chestnut and Thirteenth.

The larger:

19 July

"Sweat-shops."

You know about them, perhaps?

Heavy-eyed consumptives working hopelessly on ready-made clothing—holding it in their death-tinctured touch far into the small hours of the morning.

Work cheap?

Yes; but you don't get the profit—others get it.

You get the diseases!

We don't believe in sweat-shops. We conduct our own work-shop on the floors above our airy salesroom.

Look this up.

A. C. YATES & Co.
Chestnut and Thirteenth.

It seems to me that the real "essence" and strength had been "boiled down" and out of the smaller ad.

What "money" is it that you do *not* get, as per the smaller ad? What does it mean?

The larger ad tells you all about that money and explains something that the smaller ad leaves to your imagination.

If, as many men well versed in advertising tell us, one should "tell the whole story and then stop," I believe that the larger ad is the best.

KODAK ADVERTISING.

The Eastman Kodak Company not many months ago made use of the plan outlined below for involving the aid of local dealers in supplementing its advertising outlay. The story is best told by a reproduction of the entire circular to the trade:

To Dealers.—Our general advertising for 1899 is heavier than ever before. We are using magazine space liberally—almost lavishly. We are constantly hammering away at the public telling about the simplicity of the cartridge system, and the convenience of the Pocket Kodak. We are sending out enormous quantities of catalogues and booklets. We will soon supply you with new and attractive signs for your store. These, with the signs and sample prints which you already have, will help you to reap the benefit of the general advertising we are doing. But those dealers will get the most satisfactory results who supplement our general advertising by a strong use of the local newspapers.

The public is interested in
Amateur photography—in kodaks.
Let your local public
Know that you sell
Kodaks.

Whether you win a prize or not, it will pay. We watch purchases closely. When we find a dealer who is buying a large amount of our goods, we find one who is advertising them.

We cannot do this local advertising for you; the aggregate expense, in addition to our general advertising, would be too great, but it will pay you in direct returns, prize or no prize—and these prizes are well worth trying for.

We pay you for advertising your own business—the kodak part of it.

CONDITIONS.

1st. All competing advertisements must occupy a space of at least ten inches single column, or five inches double column, in a daily, semi-weekly or weekly newspaper which is listed in Rowell's Newspaper Directory for March, 1899.

2nd. Competing advertisements must refer to no goods except those of our manufacture.

3rd. Each competitor must send to us, addressed to "Ad Contest Department," an entire copy of the newspaper containing the competing advertisement, and write us a letter of advice stating that paper containing advertisement, giving name of paper, has been sent and that advertisement is to be entered in "Class — Prize Ad Contest." Be sure to specify class.

4th. The advertisement may be larger than size stipulated in section 1, but size alone shall not be considered a sufficient reason for awarding a prize.

5th. The judges will be instructed to award the prize to the contestant sending "Best Advertisement." The typographical display, wording, and position occupied in paper, shall all be taken into consideration. The circulation of paper in which advertisement appears

shall not be considered except in classifying.

6th. As the newspapers in the larger cities have better facilities for displaying advertisements than those in the smaller towns, we divide the contest into three classes in order to give all an equal chance. The value of prizes is made greater in classes A and B than in class C, because the cost of newspaper space to contestants will be greater in these classes.

7th. We will furnish intending contestants (Dealers) with electrotypes without charge, and post paid, from any of the cuts shown on inclosed sheet. Order electrotypes by number.

8th. Contestants may, of course, use any other cuts they choose (except those of goods not of our manufacture) provided they, themselves, furnish them without expense to us.

9th. This contest is open to all regularly authorized Kodak dealers, or to any employee of such dealers. In the latter case the employee must send with his notification of entry, a letter from his employer stating that he (the employee) is authorized to enter contest in the stead of said employer.

10th. Entries shall be divided into three classes as follows:

Class "A." Advertisements published in newspapers having a rating of circulation of 12,500 per issue, or more. Authority, Rowell's American Newspaper Directory for March, 1899.

Class "B." Advertisements published in newspapers having a rating of circulation of more than 2,250 and less than 12,500 per issue. Authority, Rowell's American Newspaper Directory for March, 1899.

Class "C." Advertisements published in newspapers having a rating of circulation of less than 2,250 per issue. Authority, Rowell's American Newspaper Directory for March, 1899.

11th. Any competitor may make as many entries as he desires, but in no case shall more than one prize be given to a competitor.

12th. Entries close August 15th and no advertisement which reaches us after that date, will be entitled to an award.

THE PRIZES.

	Class "A"	Class "B"	Class "C"
1st . . .	\$100 00	\$50 00	\$40 00
2nd . . .	50 00	25 00	20 00
3rd . . .	25 00	10 00	8 00
4th . . .	15 00	7 00	5 00
5th . . .	10 00	5 00	5 00
6th . . .	5 00	5 00	5 00
7th . . .	5 00	5 00	5 00
8th . . .	5 00	5 00	5 00
9th . . .	5 00	5 00	5 00
10th . . .	5 00	5 00	5 00

JUDGES.

Three gentlemen, who are entirely disinterested, will be chosen from among well known advertising men to act as judges, and their decision shall be final.

Awards will be made as soon after August 15th as possible.

EASTMAN KODAK CO.
Rochester, N. Y.

ADVERTISING is not merely stringing words together. It calls for imagination, for the creative faculty.—*National Advertiser.*

COLORADO DAILIES.

Four daily papers in Denver get credit in the American Newspaper Directory for 1899, September issue, for an average daily output of over 7,500 copies. They are the *Evening Post*, the *Rocky Mountain News*, the *Republican* and the *Times*. In 1895 the *Evening Post* was accorded by the Directory an estimated circulation rating of from four to seven thousand five hundred. From 1896 to September, 1898, the publishers have made known its circulation in detail. Their latest report covers a year ending with September, 1898, and indicates an annual average of 26,195. The absolute correctness of these figures is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully assails their accuracy. The *Rocky Mountain News* has a continuous record in the American Newspaper Directory of actual circulation ratings based on publisher's detailed yearly statements. The latest circulation rating accorded the *News* covers the year 1898 and gives it an average issue of 25,762, which is believed to be absolutely true. The *Rocky Mountain News* is said to be the best known and most influential paper in Colorado—facts which, taken in connection with its large circulation, make it the leading daily in the State. The *Denver Republican* furnished the American Newspaper Directory with a detailed statement of circulation for 1895, and secured a rating of 23,382 average issue during the year. In 1896 the publishers seem to have preferred an estimated rating of exceeding 20,000. Their yearly detailed statement for 1897 showed an average issue of 21,767. For 1898, however, information was withheld and the Directory rating of exceeding 17,500 allowed to remain unchanged, which circumstance appears to suggest that the previous circulation rating accorded was higher than a new statement would warrant. The *Denver Times* has not made a detailed

yearly statement of circulation to the American Newspaper Directory during the past six years. In 1894 it was credited with an estimated average output of exceeding 17,500, which rating has diminished to that of 2 F or 7,500—12,500 in 1898. This latest rating indicates that a communication from the paper in answer to an application from the Directory for revision or correction of the paper's circulation rating failed to be a satisfactory circulation report because of certain shortcomings, and that although the attention of the publisher was directed to the insufficiency of the report, and information furnished him how he might remedy it, it had not been remedied at the time the latest revision of the Directory was completed for the printer. The *Leadville Herald-Democrat* is credited in the American Newspaper Directory for 1899, September issue, with the largest circulation in Colorado outside of Denver. It was accorded an average issue of exceeding 2,250 for 1895 and 1896. No information about its circulation in 1897 was furnished by its publishers to the Directory. A detailed statement for 1898, however, has secured an actual average rating of 3,343 for the year.

UNTIL THE SMASH-UP COMES.

Stanley Day complains of an advertising agency that solicited business from one of his customers at 5 per cent less than the customer was paying, without knowing what rate Mr. Day was receiving. Mr. Day should not be surprised at this. Three-fifths of all competitive orders are taken by agencies at a loss, and there is little profit in the other two-fifths. This is made possible by a system of long credit and by constant gain of new cash customers. With the money received from one advertiser, the agent cancels outstanding obligations. He immediately contracts new ones, and the system goes on indefinitely, until no more cash customers come to the rescue and the inevitable smash-up arrives.—*National Advertiser*.

"I AM sorry," said the magazine editor courteously, "but we are not accepting any short stories now."

"But the scene of this story," said the confident contributor, "is laid in a place that nobody ever heard of, and is written in a language that no one can understand."

"Then why didn't you say so before?" exclaimed the magazine editor, as he grasped it eagerly.—*Life*.

THE KEYSTONE.

An arch is not an arch without a keystone.

No matter how strong the columns may be, or how ornamental the caps, or how fine the masonry, if the keystone is not right, the arch is worthless.

The architect considers the keystone as the crown of the arch and selects it with great care. He usually honors it with special decoration and makes it pleasing to the eye.

Now the keystone of the congress shoe is the gore. A congress shoe is not a congress shoe without gore. No matter what the stock may be, no matter how fine the workmanship or how perfect the style, if the gore is not right, the shoe is wrong!

The honest, reputation-building shoemaker considers the gore of a congress shoe the crown of the shoe. He always honors Hub Gore Makers with his orders. His shoes please the eye, for there is no bagging at the ankle with Hub Gore. They fit perfectly! They are an integral part of the foot itself when they are held to it in the firm embrace of Hub Gore.

Do you always have Hub Gore in your congress?

HUB GORE MAKERS.

91 Bedford Street, BOSTON, U.S. America.

A TRADE ANNOUNCEMENT SOMEWHAT OUT OF THE RUT.

ADVERTISING IN JAPAN.

"There are no commercial agencies, no trade journals, no traveling salesmen, no statistics, except custom house returns and no recognized commercial standard of integrity in Japan," writes one of Gen. Otis' soldiers who has spent an enforced furlough in Yokohama. "From the above you will see about the only channel of obtaining information about goods is by word of mouth from individual merchants. Americans are trying every day to get into this market through the medium of catalogues, and are throwing away their money. If American goods are to be introduced in Japan they must be advertised by the same methods that are used by European competitors, i. e., by

demonstration. The mere meeting of competitors' goods on prices is not sufficient to assure an introduction into this market. A stock must be kept on hand until the goods are well introduced by the manufacturer's agent, as Japanese will not order goods until there has been created for them a fixed and steady demand. It is important, too, that goods be packed and put up as demanded no matter how unusual, ridiculous or unreasonable the demand seems. Advertising in the American sense is useless here."

FRANK A. HEYWOOD.

A HEAVY ADVERTISER.

Samuel Philips, of Vin Mariani fame, weighs 289 pounds.—*Publishers Guide.*

READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixey.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

A local druggist ought to get plenty of good ideas from the general proprietary advertisers. Nearly all their advertising ought to be adapted to the purpose of the local druggist. He needn't steal their headlines nor phraseology; but there is no copyright on ideas. His advertising might be almost as good as theirs if he is willing to take the trouble, and sometimes better.

A proprietary idea adapted for a druggist.

Cold Waves

spring up suddenly and are sure to leave numerous Coughs and Colds in their trail. If you are a victim, remember that Anti-Cough Syrup never fails to cure Coughs, Colds, Hoarseness and Croup. Contains no morphine; safe to give children; satisfaction or money back. Price 25c.

THOMAS' DRUG STORE.

A Neglected Cough

usually leads on to things more serious. It's easy enough to take a cold in its first stages and get rid of it. But the curative agency must be ——— BALSAM. This cough cure needs little introduction to ———. For years it has demonstrated its value to thousands of sufferers. It tastes delightfully pleasant. It is perilous to be without it.

25c.-50c. per bottle.

Health, Strength and Happiness

come to the woman who uses ———. This preparation has made a good name for itself throughout ——— County. Where there are cases of Loss of Appetite, Indigestion and General Debility, it imparts sounder health, better digestion and more vigorous activity. We, its makers, have utmost faith in its curative properties, and gladly recommend it. For delicate women and children, it is an invaluable health-bringer.

70c. per bottle.

Coal.

Well,

how about that COAL BIN? Down to the last HOD yet? We want to remind you that OUR COAL is well screened.

More than that, it's the "hold the heat" kind. "No LONG waits, no SHORT weights." We're still selling for \$5.00 per TON, just such coal.

Ought to be a Winner.

Men Who Work Out of Doors.

We have taken the agency for the Antelope Eiber Vests. These vests have been tried by the motor-men on electric roads all over this part of the country, and pronounced to be the best thing for resisting cold ever invented. Can be worn either outside of the regular vest or between the wrapper and shirt; is easy to take off or put on, and its qualities of warmth will save a good many dollars to every man who wears one. Look in our north window.

Sounds Well.

Fall Furniture.

If you buy your furniture here you are assured of getting good honest furniture and getting it at a moderate price. We don't sell cheap, short-lived furniture because it don't pay you to buy that kind, nor us to sell it. Our fall showing of beautiful stock is here.

A Credit Offer.

Well Dressed School Boys.

Come here and get the boy a suit of good strong, serviceable clothes.

The cost won't be much and the first payment only a trifle, and the little fellow with his new clothes will be just as good as any of 'em.

Has the Right Ring.

Ladies' Tailoring

WE CHARGE \$30 for a silk-lined costume to order.

You are not limited to a few shop-worn ends for a selection.

This inducement is not offered with the hope of getting more money for "a something better."

We offer no "baits."

We invite you to look around and see what others give for the same price.

Then you will the more appreciate what our values are.

A new style to select from.

A large assortment of Fabrics and Linings.

Costumes ordered next week will be fitted and delivered within three days.

For an Eye Specialist.

The Business Man's Head

Is the head that must be bright and clear if the owner would hold his own in this hustling, bustling day of American push and enterprise. An eminent eye specialist has demonstrated the fact that there are more nervous break downs because of defective vision and subsequent eye strain than from any other physical ailment. Eye talk free.

Gas and Electric Lighting.

Three Men I Can't Interest:

1. The man who doesn't need light at all.

2. The man who is perfectly satisfied with spluttering, smoking, foul-smelling kerosene lamps.

3. The man who won't believe that gas or electricity gives the most economical of all the artificial lights.

If you don't belong to any of these classes, I can interest you in the modern lighting systems—and can show you as elegant a line of fixtures as one needs for easy choosing. I pipe for gas and wire for electricity—make estimates any time they're wanted.

Safe Deposit Vaults.

The Top Bureau Drawer

formerly was the safe deposit vault for the family, but times have changed. Modern people have a box in the safe deposit vaults in the First National Bank.

Coffee.

"Must Have My Coffee Right"

You often blame the cook for a poor cup of coffee when it is really the coffee that's at fault—a poor cook can hardly fail to get a good cup of coffee from G— C— Coffee.

It has the richness, purity, strength and delightful aroma of the best Mocha and Java that is grown. But that is not all—not a single virtue of its original excellence is lost because it is packed and sealed in air-tight cans.

In pound tins—35 cents.

Answers the Price Question.

New China.

Here's a window-full of handsome china representing a new line of Carlsbad ware. The shapes are new and very stylish, and the decorations are in heavy shaded grounds in cerise—a color not heretofore seen much in china.

It is lightened up with gold edges and tracings.

To give an idea of prices:
Cake Plate 70c
Salad Bowl 85c
Teapot, Sugar and Cream

Set \$1.75
Plates . 20c., 25c., 35c. each.
Bon-bons 20c., 25c

Very handsome china for such prices.

Walk in and look around.

For Top Coats.

No reason for catching cold when you can catch a "corking" good Top-coat here for \$12.

Herringbone covert.

Velvet collar.

English box cut.

Good goods.

Good workmanship.

Others at \$10, \$15, \$18 and \$20.

You can look without being expected to buy.

*The Whole Story.***Our Coal Sells.**

To those whom we have sold before we can sell again and again. This because we deliver what we claim to sell: the very best hard Lehigh (anthracite) coal; hand-screened; clean; free from slate. We are prompt in deliveries; send careful, respectful drivers; give 2,000 lbs. for every ton ordered.

\$4.40 buys a ton of half nut and half No. 2 nut coal.

Order by mail—or telephone.

*"Sample" Shoe Argument.***Shoes, Good Shoes, Shoes That Wear and Fit and Look Well.**

You will find lots of places where you will have to pay more, but nowhere can you get better quality than we give.

A large part of our business consists of selling sample lines of shoes. Sample shoes are always better made, contain better leather, fit and look better than ordinary stock. The manufacturers take special care with them because they are the samples from which they take big orders. The few pairs of samples must contain all the good points the factory knows how to make.

To-morrow is a good day to buy. Several hundred pairs of samples have just been received and will be sold at about one-half the price you would have to pay for the same quality in regular stock.

*For a Bookseller.***Here's a Snap if You Like to Read.**

Clearly printed, of convenient size—in attractive paper covers. Popular stories by popular writers. There's a big lot to choose from.

October magazines are coming in daily. I have them all as soon as they're published.

*Good Carpet Talk.***New Carpets For Fall.**

We are now showing new patterns in Tapestry, Body Brussels and Velvets. We ask you to see these patterns because they represent the product of the best mills in America, because they represent the prettiest patterns we could select from the offerings of these mills. We ask you to buy them because every yard you buy represents so much of a saving to you. We will be pleased to show you these Carpets, and you will be welcomed to come whether you wish to buy or not.

*Convincing.***Come, Let Us Get Together On the Piano Question.**

If you don't know about us and our methods, inquire around among those who do know us. We claim to sell honest, reliable Pianos—according to representations—and sell them lower and on better terms than other dealers. And we'll prove those statements to your satisfaction if you will drop in and see us—any time.

The S. & B. is the acme of piano perfection.

*Good Introductory for Real Bargains.***Carpet Bargains That Bring Business**

and no wonder, for the better judges of carpet values you are the more you'll appreciate those we quote below and many others we omit for the want of space. We've no competition on carpets against prices like these.

*For a Restaurant.***At Dinner Time.**

You'll find here an appetizing meal.

It's as good a meal as can be served for 25 cents.

There is always a sense of complete satisfaction after dinner at

*Pianos.***About Rents!**

"We can't buy a piano because my husband's business may call him abroad permanently within a year, but I do want one in the worst way." That is what a lady told us lately. Yet she had never thought of renting one—till we pointed out she could do so.

If for any reason you are not quite decided about buying a piano, let us rent you one. You can have a good new upright of your own choosing at as low as \$4 (some \$5, \$6 and \$8) a month. If you decide after a time that you want to purchase, we'll allow all the rent you have paid.

When you can have a piano so easily why should you delay?

*Men's Clothing.***Awkwardness**

is more in appearance. Nine times out of ten it is the clothes a man wears. No man ever cut a swell in a hand-me-down suit—imagine such a thing if you can.

It costs but little more to get a good tailor-made suit than a hand-me-down, and then you've got something on you feel confidence in.

Drop in and see late styles.

They Don't Just Happen So,

Oh, no. There are many reasons for the correct cut, perfect fit and fine workmanship of Leland's suits and overcoats. They are made by specialists, "Fancy" clothiers, if you choose. Made to do full duty, give full service. Cheap fabric and cheap labor mean cheap suits. He don't sell the "tall to pieces at the first crosswalk" kind. He does sell low-priced clothing though. It's well made and guaranteed to be the best of its kind at the price, whether the cost is \$8 or \$12.

What he says he does, he does. Your money back if you say the word. You are to judge, not Leland.

Winter suits, \$8 to \$20; overcoats, \$5 to \$25; Dutchess pants, \$1 to \$5; mackintoshes, \$3 to \$16; boys' reefers, \$1.25 to \$5; boys' top coats, \$4.50 and \$5; boys' school overcoats, \$1, \$1.25, \$1.50; boys' sweaters, 50c. and \$1.

*Hardware.***The Electric Oil Heater**

is guaranteed to produce more heat from a given amount of fuel than any other oil stove made. Don't make the mistake of thinking that you save money by using a low-priced stove.

The Electrics are handsome stoves, and are something more than a big lamp. \$8 and \$10.

\$5 oil stoves, too, and as good as the best at that price.

*Night Sales.***After Supper Prices at the Big Store.**

Much of the all-day selling is continued after supper with here and there many more specials tacked on. And what throngs have been here in spite of the weather. During the busiest part of the day it looked as though the New Big Store had not been made big enough. After supper the selling will be fast and furious. The Big Store which has encouraged bigger buying, is now enabled to make prices that will leave competition out of sight.

*Housekeeping.***A Word of Advice**

to those who contemplate entering on the sea of matrimony — start right. Make your nest a home to be proud of. Stock it with furniture that you can depend on to look well and wear well. Buy your furniture from an old established firm that has started hundreds of newly married people right, by stocking their home with trustworthy furniture. There isn't a better stock of parlor suits, chamber suits, or dining-room furniture in Connecticut than here and the variety is large in numbers and rich in design.

*Watches.***If Your Watch Fails Once**

It is liable to do so again unless the defect is discovered and remedied. All repairs intrusted to me are done promptly, reasonably and satisfactorily.

Stoves.

With a Good News Range in the Kitchen.

The coal bills will be smaller.

The meals will be served on time.

The cook will not look for another place.

The Good News isn't a complicated affair. It doesn't require a licensed engineer to run it—it runs itself. It'll not choke up and go out.

\$19.50 to \$33.00—according to size.

We are sole agents.

Carpets.

Why Your Carpet Interests Center Here.

Making assertions is one thing—proving them is another.

The living proof of what we are going to say prompts us to say it—every time.

We are the heaviest buyers of carpetings in Southern New England. Our stock will dwarf the holdings of any competitor at any time in the year.

We establish the lowest retail price at the beginning of the season—and maintain them. We follow the style changes—the newest patterns always come to light first in this store.

We are directly associated with some mills, yet we buy from all mills that produce standard goods.

The proof of all we say is as plain to those we serve as it is to us.

For Land.

Here's a Chance That's Worth Seizing.

A Sure Money-Maker. \$25.00. And on any fair terms, will buy Two Acres of Land located on Highland Avenue, just out of the city limits, and yet so close to it that you get all the city advantages and none of its taxes, etc. An ideal place for a home or to cut up into dwelling house lots. Natural drainage, fine trees. Only five minutes from street cars, etc. LOOK AT IT!

Dentists.

Plain Facts

Careful, gentle treatment from skilled, experienced operators and attendants.

Artistically and technically correct work. We can give you a beautiful as well as a comfortable mouth.

Positively painless extractions.

Honest prices—the best work for the least money in the city.

Prompt service. Having large complete laboratories we can serve you at once.

Examinations and advice cheerfully given free of charge.

A sterling guarantee with each piece of work.

DENTAL PARLORS

Open Sundays, 9.30 to 12.30.

Lady always in attendance.

Boys' Clothing.

No Business Of Ours

IF YOUR BOY'S CLOTHES DON'T FIT.

When we do the business they fit. Superb line of sailor and vestee suits—unique and exclusive designs—13th street only—\$5, \$6, \$7.50 and up to \$10.

School suits—ages 8 to 16—all stores—unusual values, \$3.50, \$4, \$5 and \$6.

Young men's suits—cut to suit young men—\$8, \$10, \$12, \$15 and up.

Stock is fresh and unbroken; come in and help break it.

For a Tailor.

Come and Let Me Suit

and overcoat you. Both can be done well here and you'll get a dollar or two more change, and a dollar or two more value than you can find elsewhere.

There's no use of wearing an overcoat that hangs as if it had a brick in each pocket because we can sell you one of the right kind, the comfortable kind, and at a money saving price.

Overcoats, \$5 to \$20.

Dutchess pants, \$1 to \$5.

Boys' top coats, \$4.50 and \$5.

Boys' reefers, \$1.25 to \$5.

Boys school overcoats, \$1, \$1.25, \$1.50.

Stylish suits, \$8 to \$20.

Price, fit, wear guaranteed, or your money back.

PERHAPS TRUE.

It cannot be denied that the public classifies advertisers, to a very large extent, according to the size of their ads. An habitual user of large space certainly makes a stronger impression than one who habitually uses smaller spaces. It is quite probable also that for this reason the advertiser will find it more profitable, if his purpose is to create a strong impression, to use large spaces in a few mediums rather than smaller spaces in a number of mediums. Take, for instance, an advertisement picked out at random, that of Hubert's Maivina Cream, which occupies little more than an inch. In the first place we doubt if more than one-tenth of the readers of the magazines even see this ad. A number of these do not even stop to read it because it appears so unimportant in comparison with the other ads among which it stands. Suppose this advertiser would take a half-page in three of the best magazines instead of this smaller space in a number. He would immediately be put into another class by magazine readers, and if he has the capacity for building up a large business for the future he will find this more profitable than the present small campaign.—*Advertising Experience.*

ARRANGED BY STATES.

Advertisements under this head to cents a line each time. By the year \$25 a line. No display other than 3-line initial letter. Must be handed in one week in advance.

CONNECTICUT.

THE New London (Conn.) DAY prints twice the news and has twice the circulation of any paper in New London. It is the newspaper to cover the whole field.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 23,000 monthly. Covers South and Southwest. Advertising rates very low.

MAINE.

THE COURIER-GAZETTE, Rockland, Maine, goes regularly into a larger number of families in Knox County than any other paper published. "All the Home News," its motto. Advertising costs a little more than in some papers, but if you're in THE COURIER-GAZETTE you're sure to be seen.

CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK, published weekly by Geo. P. Rowell & Co., was the first of the now numerous class of journals devoted to advertising. It likes to call itself The Little Schoolmaster in the Art of Advertising. Since its establishment in 1888 it has had nearly two hundred imitators.

PRINTERS' INK aims to teach good advertising by publishing good advertising methods, giving examples of good and bad advertising and telling way. It also considers the value of newspapers as advertising mediums. Its columns are wide open for the discussion of any topic interesting to advertisers. Every advertising man who is known at all has contributed to its columns. PRINTERS' INK's way of teaching is by exciting thought and discussion, expressing occasionally an opinion in favor of one plan and opposing another, but making no effort to be consistent, advocating to day to-day's opinions and abandoning yesterday's theories to the dead past. Average circulation during 1898, 23,171. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. Address PRINTERS' INK, 10 Spruce St., N. Y.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.



COIN CARDS. — Any printing on them you wish, like cut, 84 per M. 100 prepaid, 75c; 1 doz. 10c. One hole cards, 83 per M. THE STATIONERS' MFG. CO., Detroit, Mich.

THE ARIZONA REPUBLICAN

Published at Phoenix, the Capital of Arizona, asks for patronage on these grounds:

It is the only newspaper in Arizona published every day in the year.

It is the only newspaper in the Southwest, outside of Los Angeles, that operates a perfecting press and a battery of Linotypes.

It is the only newspaper in Arizona that has a general circulation.

The circulation of the REPUBLICAN exceeds the combined circulation of all the other daily newspapers in the Territory.

For rates address,

Charles C. Randolph, Publisher, or H. D. La Coste, 38 Park Row, New York.

The Pawtucket Evening Tribune

Is one of the leading daily papers of Rhode Island. Its circulation shows a steady growth. The TRIBUNE is a popular paper, and was never more so with its patrons than at present. It has a distinct field of its own in a big territory. By the use of its advertising columns, your announcement can be placed before many of the people of Rhode Island, Massachusetts, etc. *Write for rates.*

If you use the columns of the TRIBUNE, your ad will be in good company. The largest and most discriminating local advertisers, as well as the smaller ones, constantly use our columns, because it pays them to do so. We also carry the leading general advertisers of the country.

THE TRIBUNE PUBLISHING CO., Pawtucket, R. I.

I place the utmost reliance upon the circulation quotations in the American Newspaper Directory, and the publisher who offers excuses and protests against its inaccuracy has no one to blame but himself, as a correct rating is easily obtained by simply telling the truth and supplying the necessary figures. Failure to do this places any publisher in the category of circulation prevaricators, to which class he evidently belongs.

Advertisers should patronize such publications as afford definite information and avoid all others as a rat would a sinking ship.—*Advertisers' Guide for June, 1899.*

THE EVENING **Journal**

OF JERSEY CITY, N. J.

Was selected by a Committee of Advertising Experts appointed by the American Newspaper Directory as the newspaper in New Jersey entitled to highest rank for size, class and quality of circulation and consequent advertising value.

Average Daily Circulation in 1898 . . **14,890**

I Complete the Whole Job.

I will write your booklet or circular, will have it illustrated if necessary, will set the type and print it. Some of the best advertisers in the land leave such matters entirely to me, and I have yet to hear of one who was not thoroughly pleased. Or I will do any part of the work here mentioned. Write me about what you have in mind.

WM. JOHNSTON,
PRINTERS' INK PRESS,
10 Spruce St., New York.

The Only Illustrated 5-cent Magazine

NICKELL MAGAZINE

BOSTON, MASS.

Proves and Improves Its Circulation.

61,467 Copies Proven for October Number

(NOVEMBER IS MORE, DECEMBER WILL BE STILL MORE.)

Advertisers who use the NICKELL MAGAZINE invariably get good results. The reason is because it has an honest and growing circulation.

Send for our detailed and guaranteed (guaranteed by the payment of \$1,000 through the Puritan Trust Company, Boston) statement of how every edition is disposed of. We have nothing to conceal. We keep our

CIRCULATION BOOKS WIDE OPEN TO ADVERTISERS

Price per page, \$50; per agate line, 30 cents.

Order now for December number. Five per cent discount for cash with order.

NEW YORK CITY, May 24, 1899.

I. S. JOHNSON & Co.:

Dear Sirs—Years ago, when FARM-POULTRY was in its infancy and we were retailing a few sample bags of B. B. B. monthly, we decided to "make a change in our advertising mediums," and as fast as our contracts with other poultry papers expired we dropped them and placed that money in FARM-POULTRY advertising; with the result that our sales of B. B. B. commenced to increase in leaps and bounds, until we now are converting annually over one million one hundred and sixty thousand pounds of fresh, raw material into B. B. B. for poultry. As the circulation of the

FARM - POULTRY

has exceeded all other poultry papers, so have our sales exceeded our utmost expectations. "Your prosperity has carried along with it those advertisers wise enough to stand by you."

We attribute our success solely to three things:

- 1st. Having a good, reliable article.
- 2d. Advertising in FARM-POULTRY.
- 3d. Conducting our business honestly.

Yours truly,

SMITH & ROMAINE.

Sample Copy of FARM-POULTRY and rates sent on request. I. S. Johnson & Co., Boston, Mass.

From an interview with
Mr. Carey, of Carey & Sides,
Clothing, New York, in
PRINTERS' INK, Oct. 4,
1899:

"What other forms of advertising have you tried?"

"We have been a long time in the 'L' road cars, both here and in Brooklyn, and also in some of the surface cars. I think that it is good advertising for our line, as a man can sit and read the card before him, and he becomes gradually impressed by it. Although we never ask the question of our new customers, we are often told by them where they saw the advertisement, and quite a number have mentioned the cards in the street cars."

This speaks for itself—
we have the same kind of
space for you.

GEO. KISSAM & CO.,

253 Broadway, N. Y.

There are 100,000 Bohemians in Chicago



SMALL percentage of them might be reached in some way or another, but the only reliable way of covering the entire field is through the DAILY SVORNOST, their daily bulletin of news. The DAILY SVORNOST covers Chicago and the State of Illinois and the adjoining States, whereas the

SEMI-WEEKLY ***Amerikan***

is found in every hamlet of the entire United States wherever any number of Bohemians are inhabited. Of course in some of the places not as large a percentage of them are readers of these papers as in others, but quite frequently the majority of Bohemians in a country town are subscribers of the paper. Both papers are under one management, having a model newspaper plant, occupying an entire building and covering an area of 14,000 square feet. Bohemians are prompt payers and very desirable customers.

For further information, write to

THE STEVE W. FLOYD, SPECIAL AGENCY

Eastern Representatives

1318 and 1319 American Tract Society Bldg., New York.

M. GERINGER, MANAGER,

Svornost Building,

Chicago, Ill.

BROOKLYN

Here is a borough with over a million and a quarter of inhabitants.

Do you wish your advertising to go into the homes of these people? If so, you must place it in the medium which is acknowledged to have the largest circulation. It

Will Surely Pay

you to put your advertisement in Brooklyn's
Home Paper : : : :

**THE
BROOKLYN
DAILY EAGLE**



Dead and Buried.

PRINTERS' INK POOL IS OFF.

Failure to Combine Probably Due to Higher Rates for Money.

Special to the New York Times.

CINCINNATI, Oct. 18.—There will be no printing ink combine, and the several large Cincinnati concerns engaged in the manufacture of that product will continue to make and dispose of their product through individual efforts. L. A. Ault of the Ault & Wiborg Company has been in the East for more than a week past in connection with the proposed combination, and a day or two ago telegraphed his home office that the proposed combination was dead and buried. Mr. Ault is still in the East, but is there now on other business. It will be remembered he was slated for the Presidency of the new company.

The Federal Ink and Supply Company, as the proposed combine was called, was promoted by Binney & Smith of New York, and they have notified the representatives of all the concerns at interest that the deal is off.

The promoters have declined to discuss the failure of the enterprise, and as Mr. Ault has not returned from the East, little is known here of the real obstacle. The general impression, however, is that embarrassment arose in the financing of the company, due to the higher rates recently ruling for money.

'The printers of the country will feel pleased to learn that the proposed ink trust is a thing of the past. Although the ink men claim the tight money market barred the deal from going through, I really think they got scared at the opposition they would have, and rather than make a failure of the trust, concluded to continue as individuals. However, I am sorry at not having the pleasure of giving them a fight, as I feel positive my trade would be increased tenfold. Several large printers have started to manufacture their own supply and the ink men will now slash each other harder than ever. My prices and terms will remain the same, as I do not intend to cheapen the quality of my goods.

If my competitors offer inks on credit at my prices, give them a trial order, and convince yourself which is cheaper and better.

Send for my price list. Address

PRINTERS INK JONSON,

13 Spruce Street, New York.

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A JOURNAL FOR ADVERTISERS.

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It wouldn't be a complete advertising journal without advertising, and the fact that the leading publishers of the country use its columns proves that it is valued and looked upon as the forum from which their best arguments can be made effectively and with profitable results.

By advertising in PRINTERS' INK the newspaper publisher finds his efforts in getting new business and holding fast to the old are easier and cheaper than any other method.

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\$100 a page each insertion.

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Nothing is permitted in the reading columns of PRINTERS' INK unless it is of interest to advertisers, and every subject published is considered from the advertiser's standpoint.

In consequence the reader's attention is concentrated on advertising; nothing diverts or takes the mind off the subject, for every bit of the paper is live matter, and the publisher finds his man in a mood ready for the consideration of his advertising proposition.

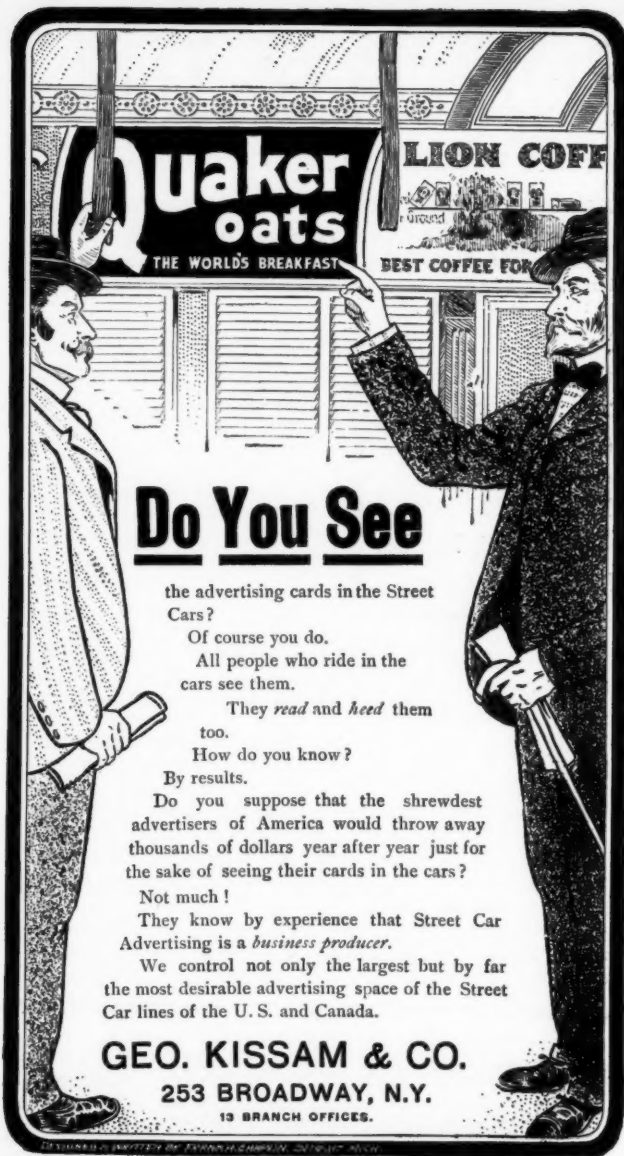
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They read and heed them too.

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By results.

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